

Sierra Madre News

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Attention Mothers and Fathers; Out-of-town Education Looms



RONALD E. THURSTON, new President of the Sierra Madre Chamber of Commerce receives the emblem of his office from retiring President Perry Arnold at an installation banquet held Monday, March 8.

Now At Peak In Membership

C of C Installation Dinner Held; 175 In Attendance

The biggest annual installation dinner ever was held Monday evening, March 8, at an Arcadia restaurant banquet room, where 175 enthusiastic Sierra Madreans, including eight new chamber members were well dined, gaily entertained and also informed as to future chamber plans for a bigger and better Sierra Madre.

Ronald E. Thurston of Thornmatic Company, Inc. was installed 1965 president of the chamber; Douglas Delahooke of Harry A. Lange & Associates, vice president, and Frank Dolph, manager of First Western Bank as treasurer. New directors introduced were: Lola Rudbach, Jim Hall, Frank Green and Don Ferriera. Holdover or re-elected board members were: John H. Curtis, Jim Burke, Robert Green, Ralph Hurvitt, Frank Dolph, Perry Arnold, Douglas Delahooke, Dave Roess, Dick King and Thurston.

New business firms members introduced were Bank of America; Edgar Jenkinson, accountant; Mr. and Mrs. Roger Miller of the Buccaneer; the Creative Arts Group; the Bottle Shop; VIP Travel Service; CYCI Gift Shop, and Miner Harkness Insurance Company.

With the chamber at its peak in membership, now well over 100, President Thurston promised still bigger and better things for Sierra Madre, stimulated by the support and cooperation of merchants and citizens alike. The public was invited to visit the well-appointed new chamber office at 49 S. Baldwin.

"To be or not to be." This was the question propounded by the evening speaker, John Milton Kennedy, whose troubled concern lay in when and how little Johnny and Mary in today's schools are going to be properly informed on the practical aspects of the fruits of free enterprise, distributed to the stockholders and owners of business concerns in general.

The speaker's suggested remedy for this sorrowful gap in young education and learning was better teacher

Sierra Madrean Member of Half Century Club

Donald F. Schindler, 703 Manzanita Ave., Sierra Madre, is among the 459 surviving members of the Class of 1915 of the University of Wisconsin at Madison who will be inducted into Wisconsin's Half Century Club at one of the main events of the Wisconsin Alumni Association's annual Reunion Weekend program May 14-15.

The surviving members of the class who received their degrees from the university 50 years ago will become members of the Half Century Club at a luncheon in the Wisconsin Union on Friday, May 14. This year marks the 25th in the history of the university and its Alumni Association that the certificates have been presented to Wisconsin graduates of a half century or more, beginning with the Class of 1891, and brings total membership in the club to more than 3,900 over the past 24 years.

Entertainment was furnished by the "Song Beams" Quartet, feminine members of the Crown City Chapter of Sweet Adelines, Inc.

Many of those attending were richly rewarded by the distribution of more than a score of door prizes furnished by Sierra Madre merchants.

Our Schools Could Be Wed To Four Pasadena Schools

Will the Taxpayer Pick Up the Tab On Shortage of Blair High School

by R. ROBERT EVANS

Mothers and fathers should immediately take heed in the forthcoming school board election to be held on May 11, wherein three members of the board have expired terms, all seeking re-election. Those seeking re-election are Mrs. LuVerne La Mott, president; Walter Shattford, vice president, and Steve Salisian. Dr. Joseph Engholm has filed for position No. 5, against Shattford and Ernest B. Hugg has filed for position No. 3 against Salisian, and at this writing LaMott has no opposition.

Two gigantic issues are paramount in this election. One being the Princeton or Triad Plan of school administration and the other is the raising of the additional money needed to complete Blair High School.

The Princeton or Triad pilot plan was introduced to the School Board several months ago and was defeated by ONE vote. Should either Hugg or a yet to file candidate be elected this plan is sure to come up for the coming school year and be put into effect. We therefore start this article by stating that it is definitely our recommendation to support and elect La Mott, Engholm and Salisian, three conservative Republicans who endorse Dr. Robert E. Jenkins, school superintendent's plan 6, which in part states "All elementary children living within any of the present elementary districts would be assured a seat in the school serving that district area."

In return for this transaction the students from the other area mentioned will attend Sierra Madre and — Please turn to Page 18

Kiwanis Club Hears Speaker

A most interesting program was scheduled for the Kiwanians at their weekly luncheon meeting Tuesday, March 16. Postmaster Charles Louk introduced the guest speaker Dick Harp who is Deputy Executive Director of the Fellowship of Christian Athletes.

This is an organization that receives the Junior or Senior high school students chosen each year by individual Kiwanis Clubs throughout the country to attend summer conference to further their ability in the Church, leadership and athletic aspects combined.

Mr. Harp spoke to the Kiwanians about these conferences, what is done with these students sent to them, how their natural ability in these fields are enhanced, developed and encouraged.

This year's conference is to be held in Ashland, Oregon in August. Our local Kiwanians have not yet chosen this year's student to attend this conference, but as in the past, will announce the decision in May.

President Kirkpatrick says "Where is the bell?"

Sr. Citizens Noted St. Patrick

Saturday at the gathering of the Senior Citizens, the St. Patrick's motif was carried out in table decorations and refreshments by the hostesses Mrs. Raub McKim and Mrs. Elsie Lyons. The birthday of Mr. McKim was honored with cake and candles.

Mr. and Mrs. A. Barton of Fontana, old time friends of President and Mrs. Ridgeway entertained with colored movies of British Columbia, the Canadian Rockies and cities of Canada showing ice fields covering 136 square miles, Lake Louise, Banff, Victoria, Stanley Park in Vancouver, the original ship of "Mutiny on the Bounty." Many other beautiful scenes were included and they ended their program with slides of Disneyland, and the Exchange Clubs parade in Fontana. — Please turn to Page 2



CHARLES LOUK, Sierra Madre Postmaster will present certificates of retirement to Fred La Lone and May Shearer at a Retirement dinner to be held at the Women's Club Friday evening, March 19. Also at the same time Bill Wark will be presented the national award from the Good Outdoor Manners Association for his devotion to the preservation of our mountain trails.

Alverno Sr. Chosen As Finalist

Miss Nancy Iredale, a senior at Alverno Heights Academy, Sierra Madre, has been selected as one of 40 outstanding Southern California high school students who are finalists in the second annual \$8,000 Los Angeles Times Fund Scholarships Program. She is a finalist in the category of history and social sciences.

Educational Testing Service of Berkeley has certified the names of finalists from among 1,780 applicants from Los Angeles, Orange, San Diego, Imperial, Riverside, San Bernardino, Ventura, Santa Barbara and Kern counties.

The finalists will be interviewed on April 10 by a panel of judges. The panel will select four winners of \$2,000 annual scholarships in the fields of English, history and social sciences, science and mathematics. The scholarships to the college or university of the winner's choice will continue for four years, if scholarship and personal progress.

Camp Fire Girls Annual Father-Daughter Banquet

The Sierra Hastings District of Campfire Girls are busily making plans, decorations, studying menus, rehearsing songs and skits to royally entertain their proud fathers at their annual Father-Daughter banquets.

The Bluebirds held their banquet on Friday, February 26, at the Don Benito School. There was a total of 215 persons present, and each individual group of Bluebirds presented their own entertainment which consisted of dances, skits and songs for their fathers following the delicious potluck dinner.

The over-all theme for the banquet is "Hello Daddy," and table decorations are according to each group's desire. The Campfire Girls

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Proposals Submitted

Planning Comm. Has Study Session With Apt. Owners

The Sierra Madre Planning Commission and the Apartment Owners Association met in a study session, Wednesday, March 10 to further study the R-3 R-P Ordinance.

The Tentative R-3, R-P Ordinance was again brought out to study and discuss the proposed modifications. The mode of study was the Planning Commission and the Apartment Owners Association represented by President Hugh Warden and member Barney Yunk, each gave their feelings and ideas on the various modifications.

Some of the items discussed were, unlighted signs, sideyards, driveways, parking spaces, open spaces, storage and trash area, floor area, and landscaping.

The Apartment Owners Association asked for more time to do further study as they did not have a copy of the proposed R-3 Ordinance to guide them or to consult before this meeting.

Mr. Yunk did present to the Planning Commission for its study two proposals, not a modification to the present Ordinance, but alternatives for the better planning of R-3 property now unsuitable to develop under the present Ordinance.

One of the alternatives was (for lack of better name referred to as R-3a) aimed at young marrieds or senior citizens, and would consist of 1-story construction, mostly 1 bedroom units, small and compact, parking would be one space per bedroom, units limited on small areas. The other proposal was PRD or Planned Residential Development, this is a type of sub-division, on order of duplexes or row-houses and would bridge or buffer R-3 and other commercial zones.

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Pinewood Derby To Be Mar. 21

One of the most exciting events in the activities of Pack 381 is the annual Pinewood Derby to be held on Sunday, March 21, at 2 p.m. in Sierra Vista Park. Starting with the same size pinewood blocks, each boy with his dad models a race car to specifications of size and weight. Beyond these specifications each boy can design his car for speed and beauty. Prizes will be awarded for the three fastest cars as timed on a track, for the best design and for best effort by a boy. Ed Colucci, chairman for Pinewood Derby, promises this will be a real treat for all Cub Scout families.

The pack will hold its regular monthly meeting at Sierra Madre School Auditorium on Friday, March 19, at 7:30 p.m. An induction of new boys will be the feature of the meeting. Colors will be presented by Den 2, after which awards will be given to eligible boys.

All boys who have passed their eighth birthday may join the pack. Call Cubmaster Ed Puhlman (355-2673) for further information.

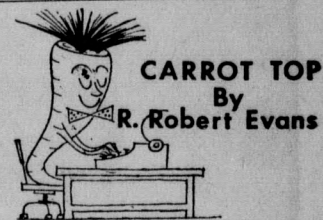
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Civic Club Past Prexy Honored

Invitations have been issued to all past presidents of the Sierra Madre Civic Club and to the three life members to attend a spring dinner at the Parkhouse at 7:30 p.m., Thursday, March 25. A special program is planned.

Past presidents include: Mrs. Joe J. Butler (who as the first president in 1944-45 is an honorary life member), Mrs. William H. Morse, Mrs. Wallace Goodwin, Mrs. A. J. Dewey Jr., Mrs. Robert Bettencourt (also an honorary life member), Mrs. C. L. Coover, Mrs. Joseph A. Murphy, Mrs. Edward Tate, Mrs. J. Bryce Tyler (also an honorary life member), Mrs. William Wilcox, Mrs. Ralph Hutcheson, Mrs. Wayne Stinnett, Mrs. Richard H. Barden, Mrs. Edward N. Chapman, Mrs. James R. Vine, Mrs. Richard H. Kohler, Mrs. G. Norman Kennedy and Mrs. Frank Ross.

— Please turn to Page 2



Here we go again . . . Seems about once every three or four months we have to re-affirm our position in the community and the world.

—CT— It always seems that some one who claims "They are a good authority" in what they say, states certain things that are going to happen to the Sierra Madre News.

—CT— I flatly say that you will be among the first to know of anything that affects your hometown newspaper . . . this I assure you.

—CT— No, a thousand times no, we have not, and will not consider a consolidation with any other newspaper . . . why should we? . . . we have Republican liberals to the left of us . . . Democratic Liberals to the right of us . . . and "puppets" to the far left-front of us . . . they have nothing that we desire, and can add nothing to our publication . . . and further, I am sure that we have nothing that they desire at this time, except our progressiveness.

—CT— True, the move is on to do us damage, but as anyone progresses and invades the other's territory, you will receive a "muscle reaction" . . . but, we are too far along the trail now to be hurt too seriously.

—CT— Why should anyone be afraid of the "Little Old Sierra Madre News"? . . . because we are not afraid to call a spade a spade . . . are they afraid that we have information that we will not hesitate to give to the public when the time is right? . . . or is it that they know that the Sierra Madre News has two "fighters" at the helm . . . two, who are not pledged to anyone . . . two, who are independent in their actions and their thinking . . . two, who will not hesitate to give the true facts as they are? . . . could be . . . all those around us know that we are growing in strength and tradition . . . both Doctor Witty and myself are happy that they recognize the facts . . . so watch out, Liberals, we may explode any minute with documented truths and facts.

—CT— I cannot vouch that this story is true, but anyway . . . one hot day last summer a young lady stepped into Hartman's Rexall Drug Store and found Bill Ridder having a glass of lemonade . . . She asked Bill how to take a dose of castor oil without tasting it. Bill said he'd look up some suggestions, but meanwhile would she relish a refreshing lemonade? When the beverage was entirely consumed, he asked laughingly, "Well, did you taste it?" "Good heavens," gasped the young lady, "was the castor oil in that lemonade? I wanted to know for my mother." . . . It seems that there are some days that one does not know which direction to turn . . . ain't it so?

—CT— Reminds me of the time I was attending a lecture on forest preserves in the State of Oregon, as the lecturer asked the following question: "I don't suppose," he said, "that there's one person in the house who has done a single thing to conserve our timber resources."

—CT— Silence ruled for several

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WEATHER

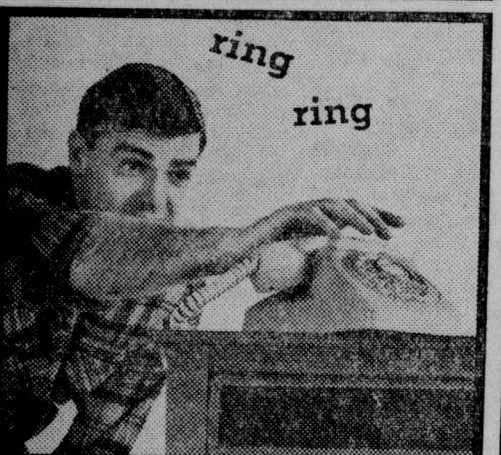
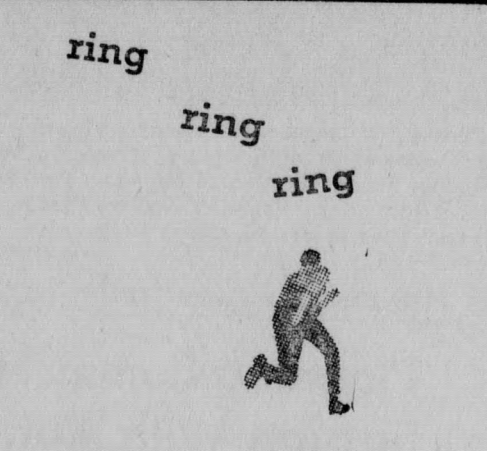
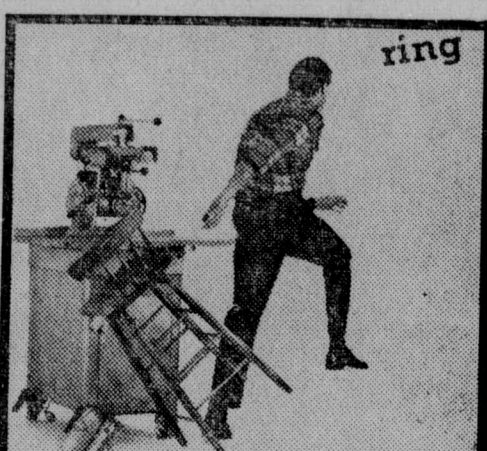
	High	Low	Prec.
March 9	72	50	
March 10	70	48	
March 11	70	46	.05
March 12	64	49	.60
March 13	63	50	.03
March 14	67	47	.20
March 15	73	41	.03
Rainfall to date	8.24"		
Year ago to date	8.03"		

MRS. LU VERNE LA MOTTE, president, Pasadena Board of Trustees, accepts for the Board the fine new \$93,000 Planetarium at Pasadena City College during dedication, February 25. Also on the program, left to right, Dr. Robert Jenkins, superintendent; Dr. Horace Babcock, director of Mt. Wilson and Palomar observatories who gave dedication address; Dr. Catherine Robbins, president, PCC; William Norris, supervisor of mathematics, Pasadena Schools.

THE WAY TO MOBILITY — Harry A. Faull (right), Southern California Rapid Transit District president and Pomona mayor, discusses with Dr. Norman Topping, district director and University of Southern California president, the Master Plan for Los Angeles County rapid transit and the role of the Northeast Area, which Faull represents on the Transit District Board, in the program. High-speed SuperTravel arteries will be placed in service under the program, which will provide for 160 miles of rapid transit service and complementing Feeder Flyer and local bus service. The Master Plan is being reviewed this week by governmental, business and civic leaders. Electronically propelled "Transit Capsules" will be in service on the rapid transit network, moving in subway, on surface and by skyline routes to be served by more than 50 Feeder Flyer and numerous local bus lines. Speeds 40 per cent faster than peak-hour driving will be offered on the 70-mile-an-hour "Transit Capsules," which will be air conditioned and offer the utmost in jet-age comfort and convenience.

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Shakespeare Club Plans Activities Through March and Forepart of April

An organ concert is the program to be presented to members of the Shakespeare Club of Pasadena at the 1:30 meeting in the auditorium on Thursday, March 23. Mrs. Adrienne Z. Westerbeck, who is a teacher of over three hundred students at the Pasadena City College Extended Day Division organ classes, is a composer, arranger, and author, as well as a teacher and performer. Her appearance has been arranged by Mrs. Lucile Reed Clark, director of the music department.

At the luncheon program, the Educational Interests Committee will present Mrs. Clyde Chivens, panel chairman for a group of American Field Service Exchange students, who will tell of their experience in the AFS program. Participating are students Elizabeth Mathieson from Louthan, England; Zuleyha Ediger from Zeon, Turkey; Kristina Reims from Pikkio, Finland; Barbara Wards from Lower Hutt, New Zealand; and Katherine Manz from Pasadena High School, who spent a year in Australia on the AFS program. Mrs. Robert M. Spanjian, chairman, will be introduced by Mrs. T. William Heidner, president.

Following the day's programs, a tea has been arranged by Mrs. Homer W. Lewis and Mrs. Peggy E. Bragdon, at which time Mrs. William C. Ricks, membership chairman, will introduce new club members, Mrs. Walter L. Engelhardt, and Mrs. Harry A. Larsen.

Shakespeare club Philanthropy Department sport section will meet for luncheon in the gazebo at the home of Mrs. Frank M. Westlake on Thursday, March 25, at 11 a.m., after a morning of active sports. Luncheon hostesses are Mrs. Jackson Holmes and her committee, Mrs. Kermit E. Burford is chairman, and Mrs. Marvin R. Ives is department director.

A display of African violets is on the agenda for the Shakespeare Club Garden Department, when it will meet in Stratford House on Friday, March 26, at 2 p.m. Mrs. Howard Meagher will explain the propagation and care of this plant, preceding a tea arranged by Mrs. Lucile Reed Clark, chairman for the day, and Mrs. Frederick M. Dickey, director.

The Shakespeare Department of the Shakespeare Club will meet in Stratford House on April 2 at 11:30 a.m. to continue reading "Twelfth Night." Mrs. A. C. Alig, director and Miss Margaret Hookway are in charge of the day, assisted by Mrs. A. P. Johnston and Miss Florence Swindell.

Founders Day Celebration March 20 Planned By Southland Delta Gamm

Delta Gamm in the Southland are looking forward to March 20, the date for their 92nd annual Founder's Day Celebration. The Beverly-Westwood Alumnae Chapter will be hosting the event this year. The gathering will be held in the ballroom of the International Hotel at the International Airport. Reunion, when old friends meet again, will be held at 11 a.m.; luncheon will be served at noon.

Since Delta Gamma alumnae from chapters all over the United States and Canada are represented in the Los Angeles area, The International theme will be featured in the program and decorations. Nineteen Los Angeles area alumnae chapters and three collegiate

chapters of Delta Gamma are observing the Founder's Day tradition together in order to make possible many reunions of collegiate friends of international scope. Delta Gamma local alumnae will be recognized for outstanding service and achievement by the National Council of Delta Gamma. Also, Mrs. Richard Martin, president of the Southern California Coordinating Committee, will announce and present awards to the outstanding Delta Gamma of each collegiate chapter and will introduce the newly-elected board members of the coordinating committee which includes Mrs. Charles B. Ray of the Pasadena chapter.

The new initiates from the UCLA and USC chapters will be introduced and presented with their membership certificates and the fraternity's cream colored rose. Certificates will be awarded to all those attending who have been members of Delta Gamma for fifty years. Among them will be Dr. Lillian Ray Titcomb, President Emeritus of the Nursery School for Visually Handicapped Children which she founded 26 years ago and which is part of the National Delta Gamma philanthropy program of aid to the blind. Past national officers of the fraternity will conclude the festivities with the traditional candlelighting ceremony.

Among local alumnae planning to attend from the Pasadena area will be Mrs. Gordon Gary, International First Vice President of Delta Gamma. Others from the Pasadena Alumnae Chapter include: Mrs. Pierce Amos, Mrs. E. Raymond Brown, Mrs. Lewis Bond, Mrs. Allen F. Clark, Mrs. Frank Fredericks, Mrs. Walter Garmshausen, Mrs. Russell B. Jarvis, Mrs. Tom Kinkead, Mrs. Raymond Lanzit, Mrs. C. Frank McKee, Mrs. John Meade, Mrs. Charles Palmer, Mrs. Edward M. Riley, Mrs. Arthur Relapp, and Mrs. Elaine Sachse.

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Thursday, March 18, 1965

Woman's Club Meets For Tea In Clubhouse

Sierra Madre Woman's Club meets for tea at 2 p.m. on Wednesday, March 24, in the clubhouse, 270 W. Sierra Madre Blvd., Sierra Madre. At that time the Verdugo District, CFWC Chorus, under the direction of Mrs. Reisel W. Keen, music chairman for the district will entertain. Mrs. Keen is a native of Bavaria and well-known for her illustrated lectures on the famous Passion play of Oberammergau, Bavaria, Germany, where she was a soloist during the 300th Anniversary Play. Currently she is president of the 20th Century Club of Eagle Rock.

Plans for the Fine Arts Festival at the Tuesday Afternoon Club of Glendale on April 5 will be developed, and all members who like to write, paint or contribute to others forms of art are urged to bring their contributions.

Mrs. Wayne Beisel is readying a collection of hat trimmings for the Veterans Facility at Sepulveda and Club President, Mrs. William E. Maxwell is asking for cookies, jams or jellies to adorn the food trays at the San Fernando Veteran's Hospital at San Fernando for Easter.

Arrangements for the Wednesday Tea Meeting are by Mrs. Lenore Baker with Mrs. Archer S. Frey at decorations and Mrs. Glenn Oliver and Miss Madeline Murphy pouring.

Paul Thornton.

Junior Alumnae represented will be Mrs. Richard Barr, Mrs. David Carrington, Mrs. Greg Doerschleg, Mrs. Lee Grund, Mrs. Gerald Knudson, Mrs. Thomas Lowell, Mrs. Stanley Madson, Mrs. Lloyd Ownbey, Mrs. Charles Ray, Mrs. Bill Vehslage, Mrs. W. Glenn Wunderly, Jr. and Miss Elaine Sachse.

Dorothy Hillard, William Hobiack Take Wedding Vows In Las Vegas



NEWLYWEDS RETURN TO SIERRA MADRE—Mr. and Mrs. William Hobiack (nee Dorothy Hillard) arrived from Las Vegas, Nevada, after a lovely wedding ceremony at the Stardust Angels Chapel, with Justice Lloyd George officiating.

The bride wore an off-white wool suit, watermelon pink brocade and black accessories.

Accompanying the new Mr. and Mrs. Hobiack were Mr. and Mrs. Robert P. Crumley of Arcadia, who stood up for the long-time San Gabriel Valley couple.

After an extensive honeymoon in the East, the Hobiacks will make their home in Sierra Madre.

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Attention Ladies

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Remember

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APRIL 18

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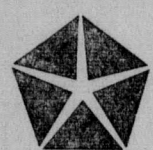
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Auto., R&H, pwr.
Str. Driven less
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stick. Like new
thruout!

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6 cyl. Auto. R & H
Runs fine

\$499

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LARK WAGON
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R&H.

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'59 Chev.
IMPALA
Spt. Cpe., powerglide,
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WEGGE DODGE

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Alpha Omicron Pi Alumnae Meets March 18

Alpha Omicron Pi alumnae and their guests will meet Thursday, March 18 at 8 p.m. for a film and talk on Pennsylvania - Dutch Cooking. Mrs. Meyers from the Alhambra office of the Southern California Gas Company will present the program. A short business meeting conducted by the president, Mrs. John Adams, of Alhambra, will follow.

Members are asked to take all completed puppets and any cotton scraps they wish to donate to the new philanthropic project. Also sewing on the puppets will be permitted during the evening's program.

Classic and Custom Built Cars To Be Shown By Alpha Phi - Le Cercle

One hundred and twelve of the most elegant automobiles in the world will be displayed and judged in competition by class on the front lawn of The Ambassador on Sunday, April 25, at the Children's Hospital Concours d'Elegance Continental, a joint presentation of Alpha Phi and Le Cercle. Nearly \$2 million worth of classic, custom built and collectors' automobiles will be shown at the Concours between 9 and 5 o'clock. Additional features will be a fashion show, entertainment, refreshments and attendance awards.

This show, produced by Le Cercle Concours d'Elegance, an organization dedicated to the restoration and preservation of fine automobiles, and sponsored by Southern California Council of Alpha Phi Alumnae, will be Alpha Phi's major fund raising effort in Southern California

for Children's Hospital of Los Angeles in 1965. A delightful and wholesome day for friends of the hospital and their families is taking form in the planning sessions. Coordinating the Concours with Mrs. Gabriel C. Duque, vice president, Board of Directors of Children's Hospital, are George B. Warner, president of Le Cercle, and Mrs. Thomas B. Steel, Jr., benefit chairman for Alpha Phi Council.

Use of the parking facilities at the Tishman buildings adjacent to the Ambassador have been donated for the day for increased profit and as a public convenience.

Legion Auxiliary In The News

The five Unit members attending the dinner at El Soreno on Monday night honoring Department President Venice Collins were Edna Fuller, Ornelia Henderson, Lucille Pickett, Effie Pratt and Thelma Proctor.

American Essays will be sponsored again this year. Schools participating are St. Rita's Catholic School and Church of the Ascension Parish School. Subjects are: Group 1—"Five Wishes for My Country."

Group 2—"What I can Do Today for My Country."

The Unit gave a donation toward the Ned Community Service project—the home for retarded children in

Annual Day Of Recollection

The Annual Day of Recollection, which will take the place of the regular monthly meeting of the Mount Alverno Guild, will be held at The Villa, 200 N. Michilinda Ave., Sierra Madre, Wednesday, March 24.

The day will begin at 9 a.m. ending at 2:30 p.m., during which time there will be a conference, followed by Mass, then a Lenten day luncheon will be served courtesy of the board, in appreciation for the support of the Guild members throughout the year.

Mrs. W. G. Driscoll, retreat chairman, assisted by Mrs. Harry MacDonagh, announces that the Reverend Joel Gromowski, C.P., rector of the Passionist Monastery, Sierra Madre, will conduct the retreat. Father Joel also serves as chaplain for the Alverno Heights Academy.

Reservations are limited to 60 persons, and should be made as soon as possible through Mrs. Harry MacDonagh, at EL 5-3797. Non members are also welcome.

Covina.

Community Service chairman reported 107 hours and \$67. Our membership quota has been reached.

Members were urged to write their Congressmen and Senators to protest the closing up of many veterans hospitals.

Thelma Proctor will be hostess to the Unit on March 25. This will be a social meeting.



MEMOS FROM YOUR Stylist

by LOLITA

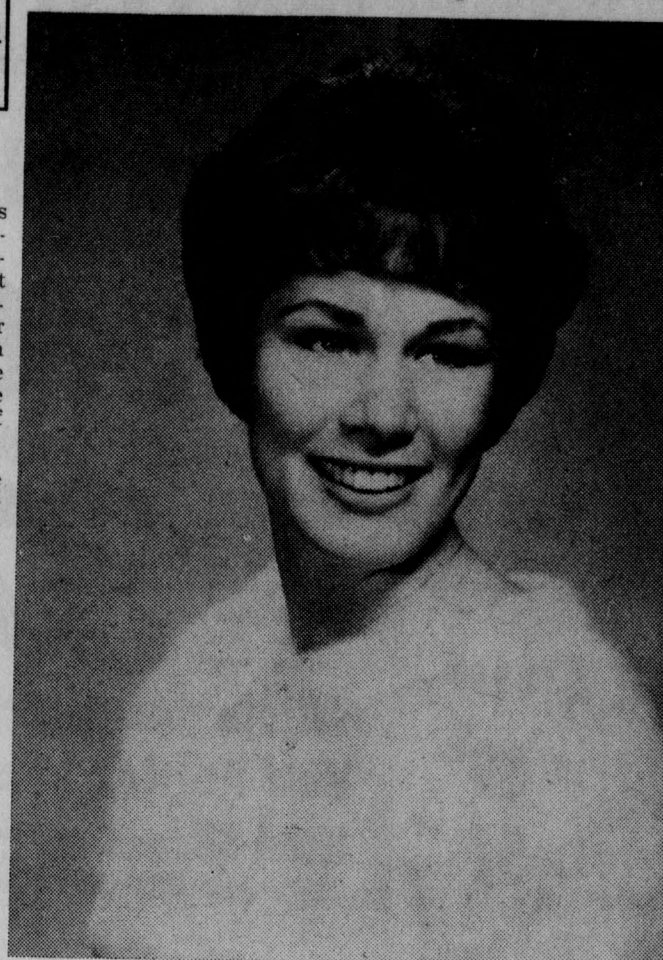
Here are a few tricks women might practice to enhance eye beauty and appeal. If you have deep-set eyes, try using white make-up on the eyelid above your eye shadow, following with darker base applied on the area immediately below the brow. Blend carefully, of course.

If you feel your eyes are too close-set, apply white make-up between your nose and your eye's inner corner. Carefully blend some of the white make-up a very short distance along the upper eyelid, then apply eye shadow, eyeliner and mascara a fraction of an inch from the inner corner of your upper eyelid.

Doing the right thing for your hair, however, is no problem at all if you let your requirements be expertly and beautifully handled at Petite Beauty Salon, 185 West Sierra Madre Blvd., Sierra Madre. Phone EL 5-8041.

THIS WEEK'S HELPFUL HINT: When laundering, sprinkle clothes with warm water. It dampens faster and more evenly than cold water.

Susan Lorraine McGiven's Betrothal To Roy E. Raat Recently Announced



MISS SUSAN LORRAINE MCGIVEN Engaged

At an evening family party on March 12, given at their home, 485 N. Michilinda, Pasadena, Lt. Col. and Mrs. Paul Lester McGiven announced the engagement of their daughter, Susan Lorraine, to Roy E. Raat. Mr. Raat is the son of Mr. and Mrs. John E. Raat of 1084 E. Beverly Way, Altadena, and the grandson of Mr. and Mrs. Frederick Van Leuven of the Hague, Holland.

Driving down from Oakland for the happy party were the bride-elect's grandparents, Mr. and Mrs. George F. Dowling, and her cousin, Roberta Fleitz. Others attending were Mr. and Mrs. Raat, Mr. and Mrs. Gerald Webb, sister and brother-in-law of the bridegroom-elect, and Mr. and Mrs. Bower Crumbacher. Also the bride-elect's sister, Leslie and brothers, Paul, George and Glenn.

The following evening at a dance and midnight supper, the news was announced to 24 of the newly engaged couple's college friends.

Miss McGiven is a graduate of Pasadena High School. She is now a junior, majoring in home econo-

mics, at California State College at Los Angeles. She is an advisor for the Tri-Hi-Y Club, Sierra Madre Tri-Liters.

Mr. Raat graduated cum laude from La Salle High School, and is now a junior at California State College, Los Angeles. He is a past president of Sigma Epsilon, Engineering Society at California State.

An Apothecary

... weighs and measures



Possibly you may wonder what is going on in Hartman Pharmacy these days — sure looks like we might be moving, cleaning house or almost anything else BUT we are just getting ready for our semi-annual REXALL ONE CENT SALE which starts on Thursday, the very first day in APRIL and will run for the following ten days.

A whole big truck load of merchandise (the first shipment) has arrived from the Rexall warehouse and our staff is busy checking, sorting and marking and assembling it on our sales floor.

This year we will have over 400 different items to offer to you at 1c sale prices. Among those will be our Vitamins, both liquid and tablets, dental pastes and brushes, Mi 31 and other mouth washes, our Rexall aspirin and many more medicine-cabinet needs. For the ladies there will be a large variety of toiletries such as powders, talcs, lipsticks, hand lotions, creams, bath accessories and many more.

For those of you who might not know the "why" of a Rexall One Cent Sale we will tell you that this is our way (with Rexall, of course) of letting you try these marvelous products at real bargain prices, and also each and every one is guaranteed to please you or your money is refunded.

Stop in soon and pick up one of our Advance Shopping Lists — it will give you an idea of the items to be on sale.

Rudolph R. Hartman

Hartman
Rexall Pharmacy

AT 29 NORTH BALDWIN
IN SIERRA MADRE — PHONE 355-3311

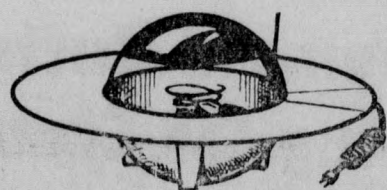
THE ORIGINAL CHICK-NUK

CHICK-U-BATOR

PATENT PENDING

WATCH THE MIRACLE OF BIRTH

SEE THE ENTIRE HATCHING PROCESS

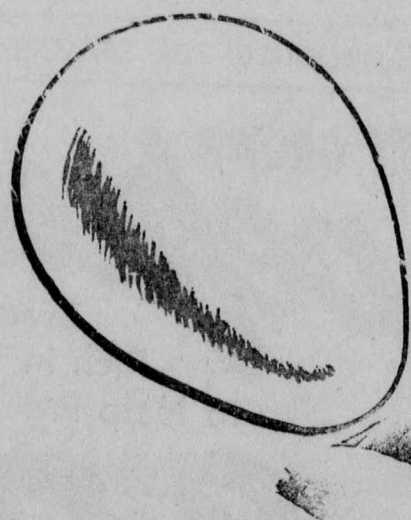


Through the clear plastic window of this EXCITING ONE-EGG INCUBATOR*

FOR SPORTSMAN & HOBBYIST TOO

CHICK-U-BATOR can be used for hatching DUCKS, PHEASANT, QUAIL, PIGEONS and numerous other Birds and Fowl.

FROM THE EGG



TO THE CHICK



NEWEST, MOST SENSATIONAL IDEA IN TOY, HOBBY AND EDUCATIONAL FIELD

Made from sturdy High Impact Polystyrene. Scientifically designed to maintain proper heat and high humidity necessary. Socket, cord and plug UL approved. Bulb of highest quality U.S. manufacture to assure constant use during hatching period. Parts include: spiral wire egg holder, real thermometer, air tube, excelsior, REDEEMABLE EGG COUPON and instructions for operating "EGG HATCHERS' GUIDEBOOK." Base of unit converts into brooder for use after chick is hatched. Makes attractive nite life for nursery when not used for hatching. CHICK-U-BATOR measures 9 1/2" diameter, 6" high. Weight 1 1/4 lbs.

SAFE!

CLEAN!

FASCINATING!

INTERESTING!

The Perfect Easter Gift
Easter Comes April 18

\$4.95

On April 4, In Time For Easter!
We'll Have Baby Rabbits Too

Simpson's
"Garden-Town"

California's most complete garden center

3425 E. COLORADO, PASADENA

SY 5-8651

HI 6-6103

MU 1-8131

Open
9 A.M. to
5:30 P.M.
7 Days a
Week
Eight Acres
of Displays

37 Years In Pasadena

Be Ready For Easter ... with ...

The Most Beautiful Permanent

in the World ... Reg. \$25

\$15 Complete

Monday, Tuesday or Wednesday

160 W.

SIERRA MADRE BLVD.

MR. NORMAN

Hair Stylist

Open Mondays & Evenings

CALL NOW ... EL 5-9294

EASTER FASHIONS

you need no crystal ball to see what's new ...
in Spring Fashions ...

whether it's the Easter Promenade —
a trip to the mountains or the beach —
you will find a wide selection from which to choose.

As always we feature well known brands styled by top designers ...

Dresses from ...

Leslie Fay

Julie Miller

Jonathan Logan

California Girl

Eve Le Coq

Carl Naffel

Lucinda

Coordinates and Sportswear

Majestic

Collegian

Catalina

Miss Pat

Phil Rose

Eddie George

Pants Internationale

Swimwear by ...

Elizabeth Stewart

Catalina

It pays
to keep

Gullett & Harris

one kersting court
in sierra madre

in
mind

355-1017

Past Presidents

The Civic Club was organized in 1944 and became federated the same year in the Verdugo District, California Federation of Women's Clubs.

Mrs. Helen Peterson, Toyarian of the Toy Loan Cottage, will be a special guest. Hostesses at the dinner meeting will include Mrs. Lois Watts, Mrs. Betty Wade, Mrs. Betty Dorman, Mrs. Pat Starkey, Mrs. Roberta Kenney and Mrs. Barbara Rees.

At the meeting held on March 11, members were privileged to hear Mrs. William Keith of the Sierra Madre Public Library, who displayed a number of books and spoke briefly on each of them. The program was informative as well as most entertaining. Hostesses for the meeting were Mrs. Gertrude Kearns and Mrs. Pat Armstrong. A business meeting was conducted by Mrs. James R. Vine, president.

Planning Commission

from R-1. Further it would provide a solution for development of lots or parcels that exist facing heavy traffic or other hazards to regular R-1 use.

As at any study session no action was taken. Ideas were just tossed around. Mr. Yunk left copies of the Apartment Owners Association's proposals with the Commissioners for their study, and it was agreed that persons owning R-3 property should have a voice in any decision, so the Apartment Owners Association will meet with R-3 property owners, then all will meet again for another study session with the Planning Commission at 7:30 p.m. Friday, April 2.

Senior Citizens

The Bartons were accompanied by their rare African Besengie dog. Other guests were Mrs. Daisy Field of Sierra Madre, Mr. and Mrs. L. B. Anderson of Pasadena and Mr. and Mrs. Leo Bracwell of Pasadena.

Helen Wheeler gave a resume of the Senior Citizens three day trip to Las Vegas, saying the highlight was the side trip to Boulder Dam. Chairman of Tours Clinton Symonds announced the March 18 trip to the Music Center, Civic Center and Farmers Market, a future trip to Melodyland to hear Liberace and the Girl Scout Garden Tours. The happy afternoon ended with card games.

Alverno Senior

gress is satisfactory. Having achieved academic excellence during her high school years, Miss Iredale has maintained a 4.0 average. She received certificates of merit as a result of the National Education Developmental Tests during the ninth and tenth grades. She attended an NSF Mathematics Program at UCLA during the summer of 1964. She is a finalist in the National Merit Scholarship Program, a semi-finalist in the National Honor Society Scholarship Program, and a semi-finalist in the California State Scholarship competition. She has received a Bank of America Trophy award.

Active in extra-curricular activities, she is co-editor of the yearbook, The Troubadour, and editor of the Student Body "Council Notes."

Science Fair To Be Held May 27-30

The Fourth Annual City of Commerce - California Science Fair - showcasing the work of 200 student scientists from seven Southern California counties - will be held May 27-30 at the Commerce Civic Center, 2535 Commerce Way, Commerce.

Eligible to compete for \$6100 in U.S. Savings Bonds, plaques and medals are the winners of similar fairs held in Los Angeles, Orange, Santa Barbara, Ventura, Riverside, San Bernardino and San Diego counties.

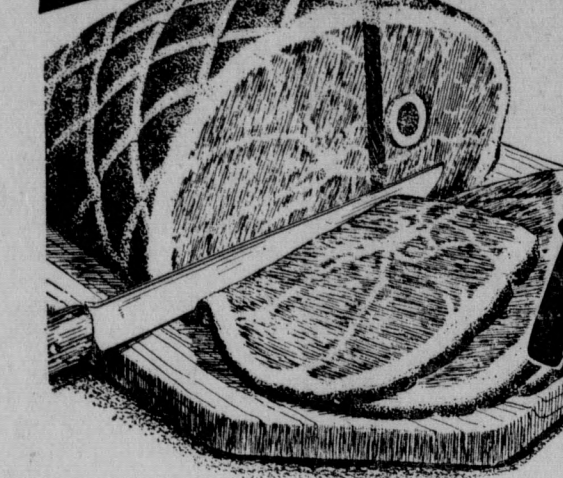
Co-sponsored by the city, Industrial and the southern California Industry - Education Council, the event will be open for public viewing on Saturday, May 29, and Sunday, May 30, which is Memorial Day, from 10 a.m. to 5 p.m.

As in past years, there will be separate divisions for junior and senior high school students in both biological and physical categories, Mayor Quigley commented.

Awards will be presented at a banquet on Friday, May 28 in the Commerce Auditorium, 2515 Commerce Way. The speaker last year was Dr. Willard Libby, UCLA professor and Nobel Prize winner.

VONS SHOPPING LIST HEADLINERS... VONS QUALITY MEATS!

VONS and Shopping Bag



Farmer John

Ham

FULLY COOKED

37¢ lb.

EASTERN QUALITY HAMS... SMOKED THE FARMER JOHN SLOW WESTERN WAY!
FULL SHANK 1/2 7 lbs. Avg. Wt. INCLUDES CENTER SLICES

Farmer John-Skinless LINK SAUSAGE 1/2 lb. 4¢ R \$1.00

Farmer John Pure Pork SAUSAGE ROLLS 1 lb. Roll 39¢

Vons Table King-Top Quality SLICED BACON 1 lb. Pkg. 57¢
WAFER SLICED... 1 lb. Pkg. 65¢

Whole Hams 14-16 LBS. AVG. WT. 49¢

Butt Portion MEATY CUT 5 LBS. AVG. 49¢

Ham Slices LEAN, TENDER CENTER CUTS 98¢

USDA CHOICE BONELESS STEAKS

TOP ROUND OR SIRLOIN TIP

The 'Choice' of the U.S.D.A. Graded Choice 89¢ lb.

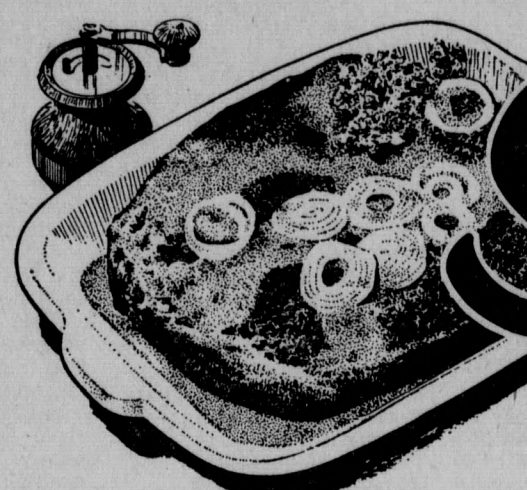
Ground Round 59¢ lb.

Always Fresh and Extra Lean at Vons & Shopping Bag

Short Ribs of Beef LEAN & MEATY... FROM U.S.D.A. CHOICE STEER BEEF 33¢

Plate Boiling Beef ECONOMICAL BEEF STOCK FOR HEARTY HOME-MADE SOUP! 19¢

Boneless Stew Beef LEAN, TENDER CUBES TO COOK WITH FRESH VEGETABLES 79¢



USDA CHOICE

Round

Steak

FULL CENTER CUTS

Flavorful Choice Steer Beef... Family Pleaser Anytime... Budget Booster at This Price... SAVE 39¢ PER LB.

59¢ lb.

Swiss Steak THICK CUTS OF THE ROUND 59¢

Boneless Round FULL CUT 79¢

Cube Steak BONELESS TENDERIZED 98¢

STAR-KIST TUNA

Light Meat-Chunk Style

6 1/2-OZ. CAN 19¢
Save 14¢

CORN FLAKES

Kellogg's Cereal

8-OZ. BOX 15¢
Save 8¢

TOILET TISSUE

Northern-Assst. Colors

4 ROLL PACK 29¢
Save 8¢

HEINZ KETCHUP

Richer-Goes Further!

REGULAR 14-OZ. BTL. OR HOT 12-OZ. BTL. 17¢
Save 8¢

ORANGE JUICE

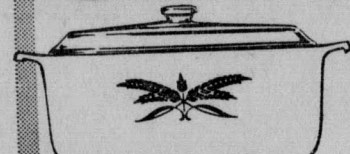
Minute Maid-Florida

FROZEN 6-OZ. CAN 43¢
12-OZ. CAN 43¢
4 1/2 R 89¢
Save 27¢



FABULOUS OFFER! LOWEST PRICES EVER ON FINE QUALITY RANGE-TOP CERAMIC WARE!

ANCHOR HOOKING cookware



FREEZER TO HOTTEST HEAT... THEN PROUDLY TO THE TABLE! Gleaming white ceramic with smartly styled wheat design in black... matches any decor!

Saucepans and skillets have Fire-King glass covers. The same Grip-Lock handle fits them all, snaps on and off.

OUR SPECIAL PURCHASE ALLOWS YOU TO OWN COOKWARE OF THIS MIRACLE CERAMIC AT LOWEST PRICES EVER!

1 Quart Saucepan REG. \$2.95 \$1.88 ONLY...

1 1/2 Quart REG. \$3.50 \$2.19 ONLY... 2 1/2 Quart REG. \$5.50 \$3.49 ONLY...

9 Inch Skillet REG. \$4.75 \$2.98 ONLY...

10 1/2 Inch REG. \$7.50 \$4.49 ONLY... Grip Lock Handle REG. \$2.00 \$1.49 ONLY...

More Frozen Food Values

VEGETABLES

Peas, Peas & Carrots, Cut Corn, Chopped Spinach, Mixed Vegetables, Chopped Broccoli, Crinkle Cuts

11 1/2-OZ. PKG. 8¢ \$1.00

Stouffer's Tuna & Noodles 11 1/2-OZ. PKG. 59¢

Stouffer's Macaroni & Cheese 12-OZ. PKG. 29¢

Stouffer's Welsh Rarebit 10-OZ. PKG. 59¢

Vons Meat Pies CHICKEN, TURKEY OR BEEF, 8-OZ. PIE 5¢ \$1

Camp's Broiler Steaks WASTE FREE 39¢

"Whole Hog" Sausage COUNTRY STYLE THOMPSON'S-1 LB. PKG. 69¢

Turek & Meck Veal Drumsticks 12-OZ. PKG. 63¢

GORDO'S MEXICAN FOODS

Mexican Dinner 12-OZ. PKG. YOUR CHOICE 39¢

Chili Relleno Dinner 12-OZ. PKG. 39¢

Beef Taco Dinner 12-OZ. PKG. 39¢

Enchilada Dinner 12-OZ. PKG. 39¢

FRUIT PIES

Morton-Choice of Varieties

FROZEN 8-IN. SIZE 23¢
Save 12¢

STEWED TOMATOES S&W Fancy 303 Can 2¢ 39¢

CUT GREEN BEANS S&W Fancy 303 Can 2¢ 49¢

FRUIT COCKTAIL Dole-Regular or Lo-Cal. 303 Can 2¢ 39¢

MEATS FOR BABIES Swift's-Strained or Junior, 3 1/2-Oz. Jar 5¢ \$1.00

HI-MEAT DINNERS Swift's-Assorted 4 1/2-Oz. Jar 6¢ \$1.00

VET'S DOG FOOD Regular or Liver No. 1 Toll Can 12¢ \$1.00

Detergent Wisk Liquid Heavy Duty 16 Oz. Plastic 39¢

Borden's NEW Danish Margarine A Lighter, Sweeter Spread for Bread 39¢

HIGHLAND Syrup 24 Oz. Btl. Incl. 5¢ Off 60¢

Schilling Spices & Seasonings BLACK PEPPER Pure, Ground 2 Oz. Can 27¢

PURE VANILLA Extract 10 Oz. Bottle 29¢

SEAFOODS for LENT

A Family Favorite FRYING SHRIMP 98¢

Fresh FILLET OF SOLE 89¢

Fresh Fillets of OCEAN PERCH 69¢

Western-12 oz. Jar FRESH OYSTERS Split-1 1/2 lb. Avg. 69¢

LOCAL LOBSTERS \$1.49 lb.

In the Frozen Meat Cases Stream Fresh Rainbow Trout Pan Ready 12-oz. Pkg. 63¢

GREAT FOR SALADS Wakefield Crab Meat 6-oz. Pkg. 69¢

4-PHOSPHORUM Breaded Fish Sticks 14-oz. Pkg. 63¢

Sue Bee Pure Honey

Mott's Apple Juice FULL BODIED PURE JUICE QUART BOTTLE 29¢

Libby's Cream Corn GOLDEN, CREAMY 303 CAN 15¢

Jerseymaid Butter GRADE AA 1-LB. CTN. 69¢

Catering Ice Cream JERSEYMAID 1/2 GAL. CTN. Try Rocky Road 59¢

White King Soap GRANULATED-REAL SOAP! GIANT PKG., INCL. 10¢ OFF 49¢

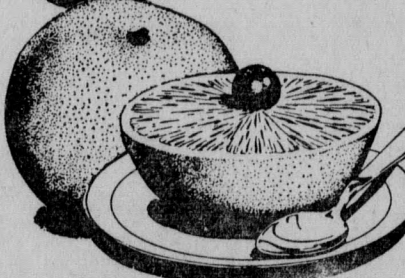
VONS and Shopping Bag

FRESH PRODUCE-THE SEASON'S BEST!

DESERT GROWN

Grapefruit

Sweet & Juicy Rich in Vitamin C to Help Prevent Colds!



8 LB. BAG 29¢

Pineapple

SWEET, READY TO EAT GREAT WITH BAKED HAM! 10¢ lb.

Papayas

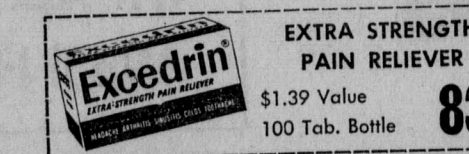
RIPE, SWEET... FLOWN IN FRESH FROM HAWAII 29¢ ea

Mushrooms

LARGE, BROWN 1/2 POUND... 39¢

Fresh Broccoli 2 lbs. 29¢

Breakfast Prunes 1 1/2-LB. BAG 29¢



EXTRA STRENGTH PAIN RELIEVER \$1.39 Value 100 Tab. Bottle 83¢

Volume No. 7 Now On Sale... FUNK & WAGNALLS ENCYCLOPEDIA New Eldorado Deluxe Edition On Our Book-a-Week Coupon Plan... Only \$1.49

VON'S and Shopping Bag

Prices Effective THURS., FRI., SAT., SUN., MARCH 18, 19, 20, 21

Hills Bros. Coffee For Really Good Coffee 2 LB. CAN \$1.63

MJB Long Grain Rice 28 oz. BOX... 41¢

Sunsweet Prunes MED., 2 LB. BOX... 59¢

Sunshine Krispy Crackers 1 LB. BOX 35¢

Argo Corn Starch 1 LB. BOX... 21¢

★ SO. PASADENA
1616 State St. (East of Fair Oaks)

★ WEST ARCADIA
1407 Baldwin Ave.

★ PASADENA
3841 E. Sierra Madre Blvd.

★ ALTADENA
2408 Lincoln Ave.

Committee Out To Elect Shatford

Roger Bixby Smith, former member of the La Canada School Board and legal counsel for Lockheed Aircraft Corporation, has announced the formation of a citizen's committee to support Walter Shatford for re-election to the Pasadena Board of Education. Mr. Shatford, currently vice president of the school board, has filed for re-election to Seat No. 5 at the May 11 primary election. The school board comprises Sierra Madre, La Canada, Temple City, Altadena and Pasadena.

Mr. Smith, who will head the committee, will be assisted by Mrs. Loyal King

and Ted Tyler as vice chairmen and Mrs. H. J. Van de Kamp as finance chairman. The Committee to Re-elect Walter Shatford will be aided by a Committee of Sponsors. Mr. Smith announced that over 300 leading area residents have already agreed to serve on this committee. The Committee of Sponsors has adopted as its campaign goal the recruiting of 5,000 citizens pledged to the support of Mr. Shatford.

Mr. Shatford is currently completing his second 4-year term on the Board of Education. He was first elected in 1957 and re-elected in 1961.

Villa Views

By
Toni Maurin
Sycamore 7-9634

I just don't know which is the best way to be or the worst way to be, depending on where you sit. I don't know if it is better to be the sort of a person that is always owing someone a letter, or if it is better to be the obnoxious sort of person that sits down the minute a letter is received and answers it.

There is one simple solution to the entire problem. Boycott the U.S. Mail Department and start using the telephone. With the new and reduced evening rates it hardly pays to lick a stamp any more.

The whole idea of a telephone call can boost the national economy. There is something so friendly about the spoken word. You're just chatting along and suddenly you say "why don't you come on out to California and visit us?" Answer, "when?" And so you're committed (it takes longer by mail). You quickly redecorate, clean and prepare while your friends are buying wardrobes and plane tickets. . . . On second thought it might be a good idea to be a slow correspondent!

This seems to be the season for warming houses whether inhabited or not. Last week the David Zinsmeyers were thoroughly and completely established in a well warmed house. Their lovely new home is located at 2121 Villa Heights Road. It has a command of the entire valley. The adjectives describing the house are so eloquent I am at a loss for space to repeat them. It is little wonder that David and Delores are so thrilled, to say nothing of their two children, Diane who is twelve, and Scott who is ten. They all found it very easy to become accustomed to their surroundings. When asking about their business and hobbies I learned that David has his own commercial engraving business in Arcadia bearing his name.

Delores is the thespian of the family having performed for the sixth consecutive year in the Eugene Field Variety show. From their friends they received a complete complement for their dining room that included place mats, napkins, dishes, glasses, and a salad bowl, coordinated to their decor.

The party was a cooperative effort and the food was fabulous. Those in attendance were Mr. and Mrs. Warren Bacon, Mr. and Mrs. John Hedrick, Mr. and Mrs. Ed Barnes, Mr. and Mrs. Don Hays, Mr. and Mrs. Ray Anderson, Mr. and Mrs. Phil Shepherd, Mr. and Mrs. Chuck Day, Mr. and Mrs. Charles Callow, Mr. and Mrs. Bill Lansill, Mr. and Mrs. George Lich, Mr. and Mrs. Harrison Baker, Jr., Mr. and Mrs. Blair Hyde, Mr. and Mrs. Ed Soecht, Mr. and Mrs. Gordon Hyde, Mr. and Mrs. Jack Horne, Mr. and Mrs. William Caldecott, Mr. and

Mrs. Joe Cummins, Mr. and Mrs. Jennings David, Mr. and Mrs. Harold Sweet, Mr. and Mrs. John Rowe, Mr. and Mrs. Arthur Mann, Mr. and Mrs. Bob Stivers, Mrs. Jack White, Mr. and Mrs. Julie Corgorno, and there enjoying all the complements was the architect and his wife, Mr. and Mrs. Jack Simison.

The second housewarming on the same night and just around the bend was one held for Mr. and Mrs. William C. (Bill and Mary) Taylor. This party was given by Dr. and Mrs. Lawrence Baum, Jr. Mr. and Mrs. Hodge Gaines, and Mr. and Mrs. David Stringer. Mr. Stringer made the clever invitations in the form of a blue print and they were really a blueprint for a happy home and a happy time. They had a little castle on the side of the hill and a map to reach this "Shangri La."

The Taylors had invited a few people up for lunch and to help clean windows. "No windows no lunch." They had no idea that some of their window washers were also in on the surprise plans. In as much as the party started at four the window crew stalled along the better part of the afternoon, until the balance of the group arrived with the gift and refreshments.

Since there was no furniture in the house a door was quickly removed to be used as serving table. The housewarming gift was put into immediate service. It was a draft beer dispenser and refrigerator. A sandwich cold buffet was set up, and a fire was built in the fireplace. They brought pillows for the floor, and all was right with the world.

The party list included Mr. and Mrs. Hallett Thorne, Mr. and Mrs. David Winkler, Mr. and Mrs. Glenn Brockman of Newport Beach, Mr. and Mrs. Arthur Lavagino, Mr. and Mrs. Douglas Stevenson, Mr. and Mrs. Eugene Rode, Mr. and Mrs. Charles Eidson, Mr. and Mrs. Wayne Christ, Mr. and Mrs. Jack Causey, Mr. and Mrs. Art Serchia, Mr. and Mrs. John Kestel, Mr. and Mrs. Robert McClellan, Mr. and Mrs. Jack Mallinckrodt of Santa Ana, Mr. and Mrs. Vaughn Edgar of Duarte, Don Hensman, one of the architects on the home, Dr. and Mrs. Robert Worlock, Mr. and Mrs. Paul Harris, Mr. and Mrs. Herbert Angel, Mr. Garry Sherquist, Dr. and Mrs. Jim Fickes, Dr. and Mrs. Philip Winsor of Newport Beach, Mr. and Mrs. Gene Fickes, Mr. and Mrs. "Chub" Fislter, and Mr. and Mrs. Dick deQueiroz.

"The Supper Club" had a pre-St. Patrick's Day party at Ben and Virginia Roger's house last Saturday night with a little of the green spread around in the decor-

U. S. Census Bureau Reports Retail Trade Up 28%

Los Angeles County's 51,888 retail establishments had \$10,687.4 million in sales in 1963, an increase of 28 per cent from 1958, the U.S. Bureau of Census has just reported after tabulating data gathered from all firms in the 1963 Census of Business. The last previous business census conducted by the Census Bureau, an agency of the U.S. Department of Commerce, was in 1958.

Retail trade in the county meant jobs (exclusive of proprietors) for 347,301 men and women and a yearly payroll of \$1,344.2 million.

In volume of business, the county's food stores had sales of \$2,382.3 million, an increase of 17 per cent from 1958. In other retail business—the county's eating and drinking places had sales of \$931.2 million, and gasoline service stations had sales of \$765.7 million. Auto dealers and related retail trade establishments had sales of \$2,115.6 million; general merchandise group

stores had sales of \$1,485.6 million, and lumber, building materials, hardware and farm equipment dealers had sales of \$347.6 million.

For the state as a whole, the Census Bureau reported 144,372 retail establishments with sales of \$26,888.6 million, up 35 per cent from 1958.

Census reports to be issued during the next few months will give state and county figures on wholesale and service trades, manufacturing and mineral industries.

Figures on number of establishments and sales volumes for major types of retail establishments in each county are provided in the printed report, "1963 Census of Business, Retail Trade, California," available at 75 cents from Superintendent of Documents, Washington, D.C., 20402, and at U.S. Department of Commerce field offices.



"We Cater to Parties" As Well As To the Individual

PIZZA MENU

	Sm.	Lg.		Sm.	Lg.
Cheese	\$.90	\$1.25	Pepperoni	\$1.25	\$1.75
Anchovie	1.25	1.75	Mushroom	1.40	2.00
Sausage	1.40	2.00	Capocollo	1.50	2.50
Salami	1.50	2.50	Ground Beef	1.40	2.00
Olive	1.25	1.65	Combination	1.65	2.50
			Bacon	1.25	1.75
Onion and Bell Pepper\$1.25 \$1.50					
Also: Spaghetti\$.90 Italian Salad\$.50					
Home Made Ravioli\$.90					

FIANO'S PIZZA CARRY-OUT

937 W. FOOTHILL BLVD., MONROVIA EL 8-1248

TOY & PATIO VILLAGE

WHERE YOU SELDOM PAY RETAIL

140 W. SIERRA MADRE BLVD.
PHONE 355-6641 · SIERRA MADRE

FREE GIFTS

TO ALL MEMBERS
of the
TREASURE CHEST CLUB

Bring Your Membership Card
FRIDAY — ALL DAY

Sign Up Now
12 YEARS & UNDER

Clip This Coupon

PATIO FURNITURE
COUPON GOOD FOR
FREE \$10.00 on any
Glass Top Table Set
FROM OUR STOCK
12 Sets To Choose From

Clip This Coupon

TONKA TRUCKS
COUPON GOOD FOR
FREE 50c
ON ANY TRUCK OVER \$2
FREE \$1.00
ON ANY TRUCK OVER \$3

Clip This Coupon

It's Baseball Time
AT TEAM DISCOUNT PRICES
Baseball SHOES
Baseball GLOVES
Baseball BATS
BASEBALLS
Baseball UNIFORMS

All Coupons Void After March 22, 1965

Schwinn Bicycles Parts & Repairs
YES, WE HAVE **USED BICYCLES** ALL SIZES

MEAT PRICES CUT TO THE BONE!

OUR CHOICE MEATS ARE CUT TO YOUR DESIRE & GUARANTEED TO PLEASE . . . HERE'S JUST THREE OF OUR OUTSTANDING BUYS FOR THE WEEKEND OF MARCH 17 - 18 - 19 - 20 . . .

Lean Ground Round 10lb. Min. Advance Orders Please Freezer Wrapped FREE 1 - 1 1/2 - 2 lb. Pkgs. 55¢ lb	European Boneless & Rolled Pork Roasts We will season them for you — FREE 59¢ lb	Pure Pork Sausage 59¢ lb
--	---	--

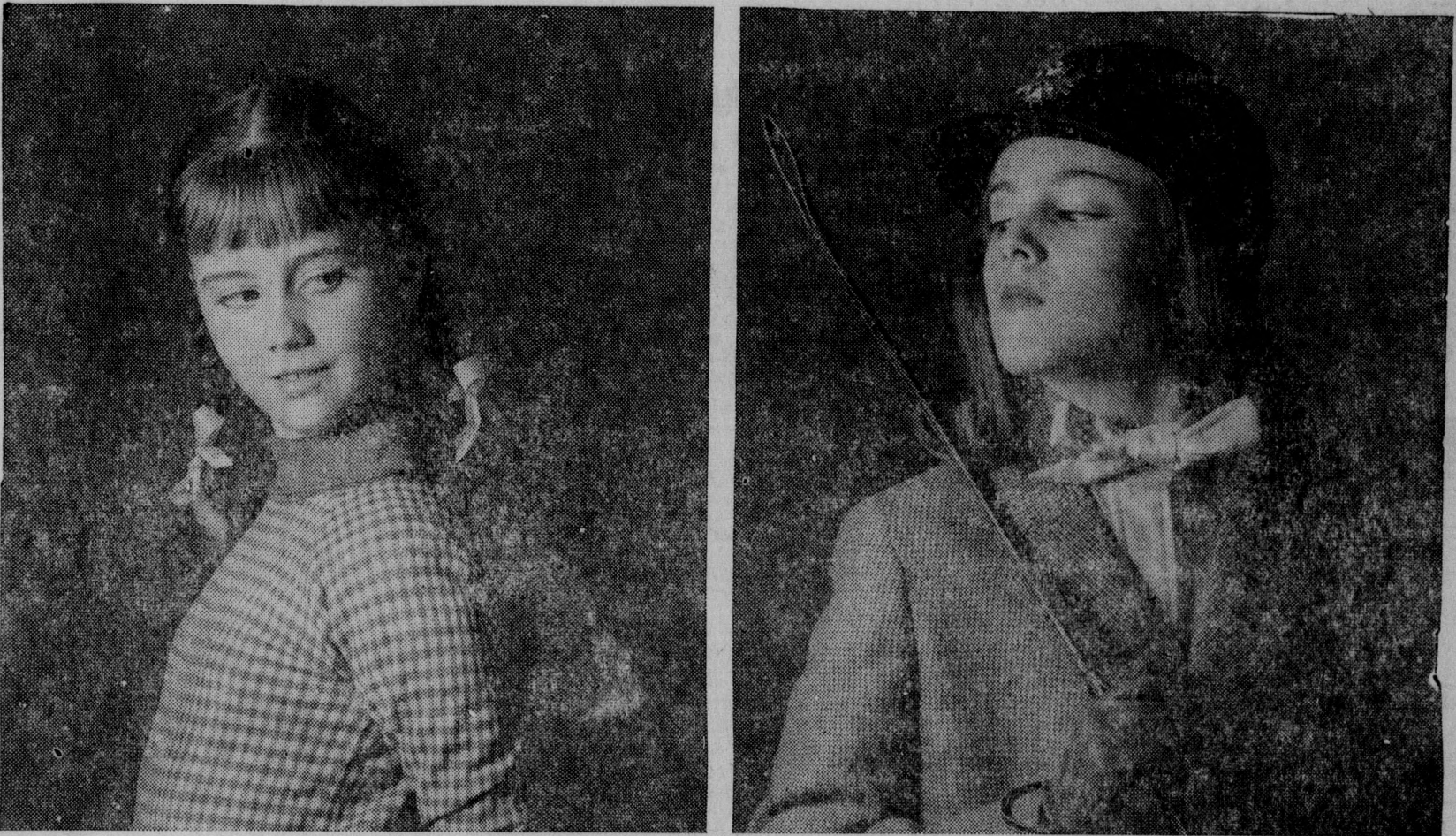
FREE We Will Cook Any Ham, Roast or Turkey From Our Case **FREE**

We will maintain . . .
A Complete Catering
Service & Delicatessen and Will
Take Care of Your Needs
Large or Small

Try Our Daily Merchants
Lunch — You'll Be Pleased

Serving Lunch . . . Sandwiches
Coffee, Rolls, Cakes or Pastries

CLARDON DELICATESSEN Open Daily
31 N. Baldwin 355-1534 9 A.M. till 6 P.M.



Her father's '65 Ford rides quieter than her father's Rolls-Royce

Rolls-Royce owners enjoy one of the world's finest handcrafted cars. Ford owners enjoy the world's finest popular-priced car. Proof? By test,* Fords rode even quieter than a Rolls-Royce. And quiet means quality—the '65 Ford XL is remarkably strong, well-designed, solidly built. Prove it with a test drive.

Feel Ford's solid quality ■ Strongest Ford body ever ■ New frame "tunes out" vibration ■ New ultrasoft coil spring suspension

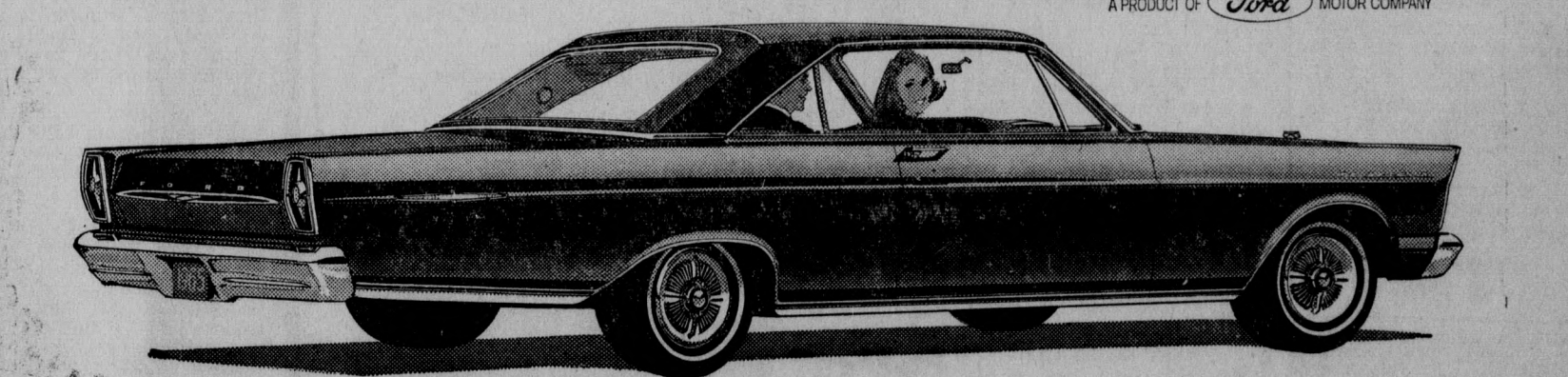
Inspect Ford's luxurious new LTD's ■ Decorator-styled interiors, thick nylon carpeting ■ Ten courtesy lights, rear-seat center arm rests ■ Elegant nylon-vinyl upholstery ■ Walnut-like vinyl inserts on doors, instrument panel ■ Five ash trays (4-door hardtops)

Relax in Ford's spacious interiors ■ More hip, shoulder, knee room than last year ■ Transmission hump is lower for extra foot room ■ Trunk holds four 2-suiters standing upright, and more

Test Ford's new power ■ Big, new 289-cu. in. V-8 standard in XL's and LTD's ■ New Big Six is the biggest Six in any car, standard on other Galaxie and Custom models ■ All automatics are 3-speed, not 2 as in some cars—smoother, thrifter ■ The manual transmission is fully synchronized—easier shifting

Visit your Ford Dealer and take a test drive!

*Leading acoustical consultants conducted tests in which 1965 Fords (Galaxie 500 Sedan, XL and LTD Hardtops) with 289-cu. in. V-8 engines and automatic transmissions rode quieter than a new Rolls-Royce. These tests were certified by the U.S. Auto Club.



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Sierra Madre's Authorized Ford Dealer — Complete Sales and Service

A Home Owned and Operated Institution in Sierra Madre for 27 Years, Devoted to the Best Interest of Those We Serve!

EL 5-2321 120 W. Sierra Madre Blvd.

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Straight classified 45c a line, \$1.25 minimum; 3 times or more \$1.00 minimum. COPY DEADLINE 2 P.M. TUES.
Classified display, \$1.15 an inch; monthly, \$1.05 an inch.

CLASSIFIED ADS

**TRADE
LEASE**

Phone
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6-SIERRA MADRE NEWS Thursday, March 18, 1965



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20 W. MONTECITO, SIERRA MADRE
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FOR RENT

**Sierra Madre
Deluxe
New**

Vacancy with built-ins, private balcony, rich appointments — 2 BR at \$135. 170 E. Highland at Mt. Trail — Sierra Madre.

Townhouse
EL 5-3678 SY 5-8058

4 BDRMS., 2 baths, 20x20 fam. rm. Children well come. 355-6786 D:3-18tf

ATTRACTIVE
Air Conditioned
Office Space
Good Location
\$40 to \$85
EL 5-7191

SMALL 2 bdrm. furn. house in canyon, patio, frplc., fenced yd., parking, water, trash pd. \$85. Call evs. & wkends. 355-8778 D:3-18tf

CASA ELENA
Brand New
Apartments
1 & 2 BEDROOMS
FROM \$115
Extras Galore!
Tots O.K.
414 MARIPOSA
355-2063

499 W. S.M. Blvd. 3 bdrm., 1 bath, frplc., lge. yard. No fence. Children o.k. \$135. 355-4293 D:3-18tf

TIERED OF NOISE?
New studio apts. (no one living above you) 2 bdrms., 1 1/2 baths, sound proof insulation and air conditioning, w/w carpeting, drapes, built-in range - oven. Children welcome.
CALL EL 5-6554

\$85 1 bdrm. furn. apt. Util. pd. Bk. to town. No pets. EL 5-1381. D:2-25tf

RENTALS
2 Bed. sep. house. Frplc. Gard. & water pd. \$135. Unfurn. Adults.
Lge. 1 bdrm. house, frplc. Gard. & wtr. pd. \$137.50 furnished, \$125 unfurn. Adults.

3 rm. & bath down town office or studio — \$65.
HARRY LANGE
EL 5-7196

FURN. cottage, cable TV. 2 sm. bdrms. Walls-natural wood finish. EL 5-6554 D:11-5tf

\$110 NO STAIRS
2 Bdrm. Unfurn. Apartment
Ideal For Adults
420 W. Sierra Madre Blvd.

1 BDRM. Apt. close in, couple only. Garage. 355-7377 D:2-25-3-11

\$90 FURN. upper 1 bdrm. apt. Adults. Lge. & clean. Close in. 355-6641 or 355-2045. D:2-4tf

QUIET, SERENE
Deluxe 2 bdrm., 2 ba. 1150 sq. ft., drapes, air conditioning, built-ins, w/w cpts., heated pool. Close to town. Also 2 bdrm., 1 ba. Child O.K.
32 ESPERANZA
356-1120

FOR RENT

Newly Decorated
2 bdrm. a/c apts. w/w cpts., drapes, bilt-ins, pool and play area — Children welcome. 100 feet to shopping.
75 Esperanza
HI 6-4230

FURN. or unfurn. 1 bdrm. central air cond. Subterranean parking, T.V. cable, "Laurel View." 80 E. Laurel. EL 5-8248 (aft. 5). D:2-25tf

• PINNEY HOUSE •
1 Bdrm. furn. Utilities paid. \$90 mo. 225 N. Lima. EL 5-9762. D:1-21tf

**OFFICES
OR SALES SPACE**
Fully Air Conditioned
Utilities paid — Janitor
SIERRA MADRE'S
NEWEST
OFFICE BUILDING
49 S. Baldwin
Inquire 355-3456
or Office H

\$80. Newly decorated 1-bdrm. unfurnished unit in rear duplex, patio, air cond., 136 W. Highland. 355-4370 D:3-18tf

UNFURN. 1 bdrm. apt. modern, cable T.V. Water pd. Near St. Rita's. Lady alone or elderly couple. 355-2746 D:3-11tf

\$40 FURN. rm. w/shower Kitchenette. Near stores, trans. Ladies. EL 5-7564 D:2-4tf

STUDIO — 2 STORY
2 bdrms., 1 1/2 baths, cpts., drapes, range, air cond. pvt. balcony.
187 N. MT. TRAIL
EL 5-6589

UNFURN. air cond. 1 bdrm. garden apt. Quiet, refined atmosphere. Adults. 355-1192 D:3-4tf

UNFURN. 2 bdrm. house \$140. Close in. Call 355-2696. D:2-11tf

ONE bungalow apt. level flr. Reasonable price. 411 W. Sierra Madre Blvd. D:3-4-3-18

FOR SALE — REAL ESTATE

**ROSES AROUND
THE DOOR**
A dear bungalow close to transportation, lge. liv. rm., sep. dining den, twin size bdrm. (expandable screened summer porch), fruit trees, mountain view. Asking \$21,500

GOOD LOOKING
Spanish type stucco with French tile floor, Hi-up terrific view, level double garage, lovely liv. rm. w/ fireplace, perfect for couple or expand. Low \$20's.

STORY BOOK TYPE
2 bdrms. plus glassed in den, lge. liv. rm., fireplace, on beautiful secluded lge. lot (not canyon). Needs decorating — but bargain priced at \$17,500.

GORGEOUS PROPERTY
The main house has the elegant look, very spacious living rm., floor to ceiling fireplace, separate dining room, lge. ranch kitch., 2 bdrms., 3 1/2 baths, on 2 beautiful lots and 2 guest houses, plus oversized garage & unfinished room, large lovely pool. A real find at \$47,900 (firm)

NOT A LOT OF LOTS
but a few outstanding R-1 & R-3 — R-1 high up with views and close in with Mt. view. R-3 can built 3 to 9 units.

**LA LONE
REALTY**
Dorothy La Lone & Associates
EL 5-9929
24 Hour Service

FOR RENT

**Highland
Manor Apts.**
79 E. HIGHLAND
SIERRA MADRE
New deluxe 2 bdrm. apts. w/w cpts., drapes, F.A. heating, air conditioned, T.V. cable, bilt-in oven, patio, 2 garages & storage. Month to month or lease, 13th mo. free. Manager Apt. D.
355-9291

UNFURN. canyon cottage 2 bdrms., water, gas, trash pd. Parking. \$78. Call evs. & wkends. 355-8778 D:3-18tf

1 BDRM. upper furn. bachelor apt. in canyon w/patio water, trash pd. \$72. Call evs. & wkends. 355-8778 D:3-18tf

LGE. like-new unfurn. 2 bdrm. apt. \$85. Will furn. stove, refrig. 355-2045 or 355-6641 D:2-4tf

**SIERRA MADRE
Less than 1 Year old
STUDIO APT.**
(No one living above you)
2 Bedrooms, 1 1/2 baths, w-w carpets, drapes, private patio, bilt-in range, washer space, air-cond., garage, FURN. or Unfurn. Block to park, dwntn. Child O.K.
Sat. Sun. or By Appt.
Phone 355-2741
108 ESPERANZA AVE.

FOR RENT

\$55 FURN. bachelor type apt. Pvt. entrance & bath. Close to town. Util. pd. AT 6-2723. D:3-18tf

LGE. 2 bdrm. unfurn. house with fireplace, fenced yard. EL 5-0978 D:3-18tf

\$55 2 bdrm. unfurn. apt. Adults. References. EL 5-7564. D:3-18tf

ATTRACTIVE unfurn. house, 2 bdrms., plus den \$150. 94 Esperanza. Owner. 330-4275. D:3-18-4-1

2-1 bdrm. furn. canyon cottages, water, trash pd. \$75. Call evs. & wkends. 355-8778. D:3-18tf

PETS

3 MONTH, miniature poodle, AKC, beige, \$50. 355-6992 O:3-4tf

FOR SALE — REAL ESTATE

**Sierra Madre Home
For Sale**
2 bdrms., 1 bath screened porch, badminton court, formal tile EXTRAS — air conditioner, disposal, range, new carpets.
Submit \$25,950
BY OWNER
797-6475

MR. INVESTOR

If you are a Sierra Madre resident, you will see the solid investment potential of this beautiful store building we are offering for sale located on main intersection of Sierra Madre with 96 ft. frontage approximately 3200 sq. ft. of leased store, with storage area, plus sale for a figure far below market value. RUN — don't walk to the phone — full price \$53,500.

VIEW — CONTEMPORARY — \$47,500
Architect designed, modern home with lots of glass. 3-4 bdrms., 2 1/2 bath, sep. din. rm., fam. rm., bilt-in kitch., 2 fireplaces, lovely paneling, lge. entry. Breathing view, guest house. Just listed — see it now!
CAN'T LAST — RAMBLING RANCH — \$39,950
Newest & finest — Highland Oaks area, 3 bdrms., 2 bath, fam. rm., 2 fireplaces, 1850 sq. ft., beautiful 18x36 pool, easy care yard, sweeping view. Hurry!

2/3 ACRE SITE — \$36,950
... ALL HEART stately older 3 bdrm. home, speaks to you of comfort and charm in a setting of many trees and "way-out" view. 18x27 liv. rm. w/fireplace. 2 lovely patios, guest house w/ba., lots of paved parking, room for boat or trailer.

EXPANDABLE — \$33,950
Two king sized bedrooms, 2 baths, fam. rm. This lovely custom built home could be expandable to 4 bdrms. Top location.

LOVELY 2-BEDROOM HOME
With aluminum siding, new roof, new w/w carpets. Newly decorated, pullman type double sink with garbage disposal on R-3 Lot. A terrific buy at \$15,950
EL 5-0934 Call: Eleanor Powell 798-0771

Ernie Scott & Associates

Skandia Real Estate
949 W. FOOTHILL BLVD.
357-2201 MONROVIA

C-3 & INCOME
100 ft. frontage of prime C-3 property 1/2 block west of Myrtle Ave., Monrovia. Access to alley. \$257.50 per month income. Total price — \$23,900.

NORTH ARCADIA FIXER UPPER!
Peace and quiet with view of the hills — lot 70x292 — can keep 2 horses. 2 Bedrooms with built-ins. Living room 20x30 with fireplace. Good potential lot split. Owner re-decorating but would rather sell as is and pass the savings on to you. Price — \$29,500

SIDE-BY-SIDE TWIN HOMES
Identical homes on separate lots. 7 yr. old Provincials, 2 bedrooms each, natural wood kitchens. shuffle board court — \$23,500
With pool & cabana \$27,500

QUAINT, ARTISTIC
3 bedrooms, paneled fireplace in 14 1/2 x 24 ft. living room. Bricked patio, 2 car port. Perfect setting for antiques. Some decorating needed. \$26,750

NEAR MONESTARY
Quiet, dead-end street of lovely homes. 3 bedrooms, 1 1/2 baths. Screened lanai looks out on garden, fruit trees, and Mt. view. \$27,500

NEW RENTAL UNITS
11 2 bdrm. apartments plus 3 bdrm. owner's unit. Walking distance to town. \$200,000

THIS WEEK'S SPECIALS

LARGE FAMILY?
2-story older frame, features 13x33 living rm., fireplace, family dining rm. 15x18, 4 bdrm. plus unfinished room, compact kitch. with separate breakfast room, basement, furnace heated, shady patio, on wide corner lot. Lots of value \$26,500.

INCOME IN YOUR FUTURE
with this 3 bdrm., 2 1/2 bath, Early American ranch home on R-3 lot 100x190, zoned for 12 units. This home features lge. liv. rm. with fireplace, family-dining, lge. kitchen with breakfast area. Central hall plan, patio, 8x10 workshop, floodlighted badminton court, shade. Priced at near land value alone. \$41,500.
NEED REAL ESTATE SALESMAN OR WOMAN
WE NEED YOUR LISTINGS — NOW
PANGBORN REALTY CO.
344 W. SIERRA MADRE BLVD. EL 5-8429

FOR SALE — REAL ESTATE

**CUSTOM HOME
\$34,500**

FORMAL DINING ROOM
in this spacious 2 B.R. 2 bath home. Lovely L.R. with fireplace overlooks beautiful patio and park-like grounds — fruit trees, many extras. Top location.

R. SCOTT, Bkr.
HI 6-4464
Eves. HI 6-0364



Flamingo

MARLBOROUGH TERRACE
Artistic 2 Bedroom, 2 bath home. Lovely Valley view from picture window in Living Room. New tile, wiring, plumbing. Beautiful 65x110 secluded lot. Submit terms.
\$17,000
TUCKED-AWAY
Under the shade with grounds completely enclosed — yet only 2 minutes to Foothill Shopping is this charming 2 BR. & Dining-Den, features 23' Living Room, enclosed sunporch. Submit your terms.
\$22,000
LOWER HASTINGS
CUSTOM-built 2 BR and large convertible Den Contemporary Home. Separate Dining Room for formal entertaining. 2 fireplaces, 2 Pullman baths. Well-planned kitchen with Breakfast Room. Air Con. 15x27 covered patio. Oversized garage. Submit.
\$41,500
FLAMINGO PROPERTIES
EL 5-8045
496 W. SIERRA MADRE BLVD.
3 Offices To Serve You
SIERRA MADRE
ARCADIA DUARTE

NEW SPLIT LEVEL
380 N. Auburn — Open Saturday & Sunday
4 bedrooms, family room, 2 fireplaces, big spacious rooms. Plush carpets, built-in kitchen, tree shaded lot, beautiful view. 10% down. \$39,950.

REDECORATED
Real sharp 2 bedroom, den, dining, R-3 lot, new paint inside and out, new carpets. 1 block from shopping & schools. Drive by 377 W. Montecito. \$18,950.

4 BEDROOMS
plus beautiful paneled family room. Brand new home with Frigidaire built in kitchen, beautiful 60x175 lot, 1 block from Hastings Shopping Center. \$36,900.
355-3009 355-2765

FOR BETTER HOME BUYS

SEE REALETERIA

FABULOUS ESTATE — 5,000 SQ. FT.
of gracious living on 1 1/2 acres, 7 baths, olympic size pool, guest houses, maid's rm., 4 big bdrms., 3 fireplaces, huge den & huge lanai. To be sold as now luxuriously furnished. Includes extra 100x225 ft. lot. At this for \$135,000. No address given — shown by APPOINTMENT ONLY.

3 BDRM. & DEN
1 1/2 baths, this fine home can be finished into 4 bdrms., 2 baths. A lot of room and charming livability. **SOLD** — living liv. rm., flagstone fireplace, kitchen, laundry, lovely patio, a home you'll love. Splendid location. \$36,500.

IDEAL FOR TWO
Twin bdrms. w/bath plus huge conv. den w/pullman shower bath. Beamed ceilings in liv. rm., 2 walls of sliding glass in den w/bar. Oversized dbl. garage w/turn-around drive, landscaped yard w/big oak. Only \$21,900.

NICE INCOME
Duplex, 2 — one bdrm. units, both rented. Room for more building, R-3 zone, good, close in location. \$17,500.

HASTINGS RANCH
Over 2,000 sq. ft. completely remodeled 3 bdrm., 2 bath, fireplace in liv. rm., dining rm., lge. family rm. & kitch., guest house, lots of storage, new cpts., drapes, laundry rm., used brick front, view of valley & mountains. Room for pool in terraced backyard. \$33,500.

ONLY \$26,500
for this quality built, 3 bdrm., stucco 1 1/2 pullman bath & stall shower, fireplace, HW flrs. Entertaining & large covered landscaped patio is a delight, oversized dbl. garage, fenced fruit area, valley & mountain views.

John H. Curtis, Realtor
304 West Sierra Madre Blvd.
EL 5-3433 Evenings EL 5-0996

YEATS CO.
Realtors — Multiple Listings
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LOANS**
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INSURANCE NEEDS
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AUTO BODY WORK**
Welding — Painting
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24 HOUR**
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Paint & Body Shop**
15 N. Auburn
EL 5-1755

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Open Saturdays and
Sundays
EL 5-7196

\$26,900
Spotless 3 Bdrms., 1 1/2 bath on 100x150 lot, trees, bilt-ins — a great value!

\$37,800
Just listed! Yummy 3 bdrm & family room on gorgeous view lot. 1 1/2 baths, bilt-ins — 3 patios.

\$55,000
Real Hard-to-find Small Estate on Rancho Road, 150x270, includes 3 BR & Den luxury home, Paddock Pool, tennis court and lovely grounds. This bears investigation!

**FOR REAL ACTION,
LIST WITH**
**Barney
Yunck**
EL 58-0-58
or SY 58-0-58

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SHOES REPAIRED WHILE YOU WAIT
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24 hr. nursing care Pvt. & semi-pvt rooms MAA & OAS patients accepted
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* 100% financing available on approved credit

Be modern with MOEN
AWARD-WINNING DESIGN
New Bath & Shower Valve



SIERRA MADRE PLUMBING
15 Kersting Court
355-7272

Shakespeare Jrs. Luncheon Theme
"Mexic ana" was the theme of a Shakespeare Club Junior luncheon on Wednesday, March 24. Members and their guests were gathered at the El Poche Cafe in San Gabriel where authentic Mexican food and cocktails were served. The program included a fashion show and an afternoon of bridge playing for those who wished to stay.
The affair was planned by Mrs. Delford B. McGee, luncheon committee chairman for the Shakespeare Club Juniors. She was assisted by Mmes. Theodore A. Fielding, Robert E. Simon and Alfred S. Wach.
Those attending included Mmes. Donald W. Drageset,

Nutrition Classes Start
Pasadena Chapter of the American Nutrition Society is presenting two original cooking sessions at the Jefferson Recreation Center, 1520 E. Monte Vista St., Pasadena, during March and April.
The first session on Thursday, March 25, from 10 a.m. to noon, offers a Blender workshop, with recipes and demonstrations for dips, soups, relishes, beverages, nut butters, baby foods, fruit ices, and salad dressings that can be made in a blender.
The second session, "Breakfast Treats," on Thursday morning, April 8, from 10 a.m. to noon will cover "Go-Power" breakfasts, easy omelet and egg ideas, quick tricks with meats, protein pancakes, whole-grain cookery, and breakfast in a glass.
Admission to each session is free to members. Child care will be provided, and advance reservations should be made by calling 355-8107.
Further information about the American Nutrition Society may be obtained by writing the Society at 234 E. Colorado Blvd., Suite 503, Pasadena.

Attend the Church of your choice this Sunday

REVIVAL
Dr. H. B. Wallin
Evangelist
Sunday, March 21 thru Sunday, March 28
CHURCH OF NAZARENE
191 W. Sierra Madre Blvd.
Sierra Madre
Everyone Welcome!

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Full power and factory air
\$1850

'60 CHRYSLER NEW YORKER
4-Door Hardtop. Full power.
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'55 CADILLAC COUPE DEVILLE
Radio, heater, automatic, power steering, power brakes, air conditioning
\$695

'61 CADILLAC COUPE DEVILLE
Radio, heater, automatic, full power, air conditioning
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'62 PLYMOUTH FURY SPORT COUPE
Radio, heater, automatic, power steering, factory air
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'61 RAMBLER 4-DR. STATION WAGON
Radio, heater, economy stick shift
\$1025

'59 MERCURY MONTCLAIR HDTP. CPE.
Radio, heater, automatic, power steering
\$695

'61 CONTINENTAL 4 DOOR
Radio, heater, automatic, full power, factory air
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San Gabriel Valley's Largest Chrysler — Plymouth Dealer
Imperial — Chrysler — Plymouth — Valiant
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Monrovia, California

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HELP WANTED
BABYSITTER, our home weekdays. Call evenings SY 8-7042. B:3-18—3-25

WANTED cleaning lady first and third Saturdays. 355-7637. B:3-18

SELL BEAUTY . . .
the Avon way! Representatives needed immediately. Call SY 3-6044 or HI 6-5788 B:3-18

COSMETIC sales person wanted. Hartman Pharmacy. 355-3311 B:3-18—4-1

WAITRESS wanted part time Friday & Saturday eves. 355-2589 B:3-18

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Complete garden service & maintenance Hr. or Mo. rates Eves. SY 5-4801

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Guarantees to grow best in flowers - shrubs - lawns. Will haul & spread fertilizer free (earth worm dealer). Call Mitchell at SY 4-3755

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Good work guaranteed
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Driveways — Patios
Slabs — Curbs & Walls
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Campfire Girls

will hold their banquet Friday, March 19. There will be 11 groups and 240 are expected to attend. The Master of Ceremonies will be Joe Cummins from Lower Hastings and in addition to the groups entertaining their dads, there will be Camp Fire songs by Junior High groups.
This is an event looked forward to all year by the Bluebirds and Campfire Girls and of course their proud dads.

Dial A Prayer
A daily inter-denominational prayer is now available by telephone for shut-ins, businessmen, busy mothers and any others who would like the solace and encouragement of a moment each day for quiet and thoughtful contemplation.
From your office, shop, home or bedside, take a one-minute prayer break at any time of day or night. Simply Dial a Prayer, SY 4-1313.

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Ice House To Hold

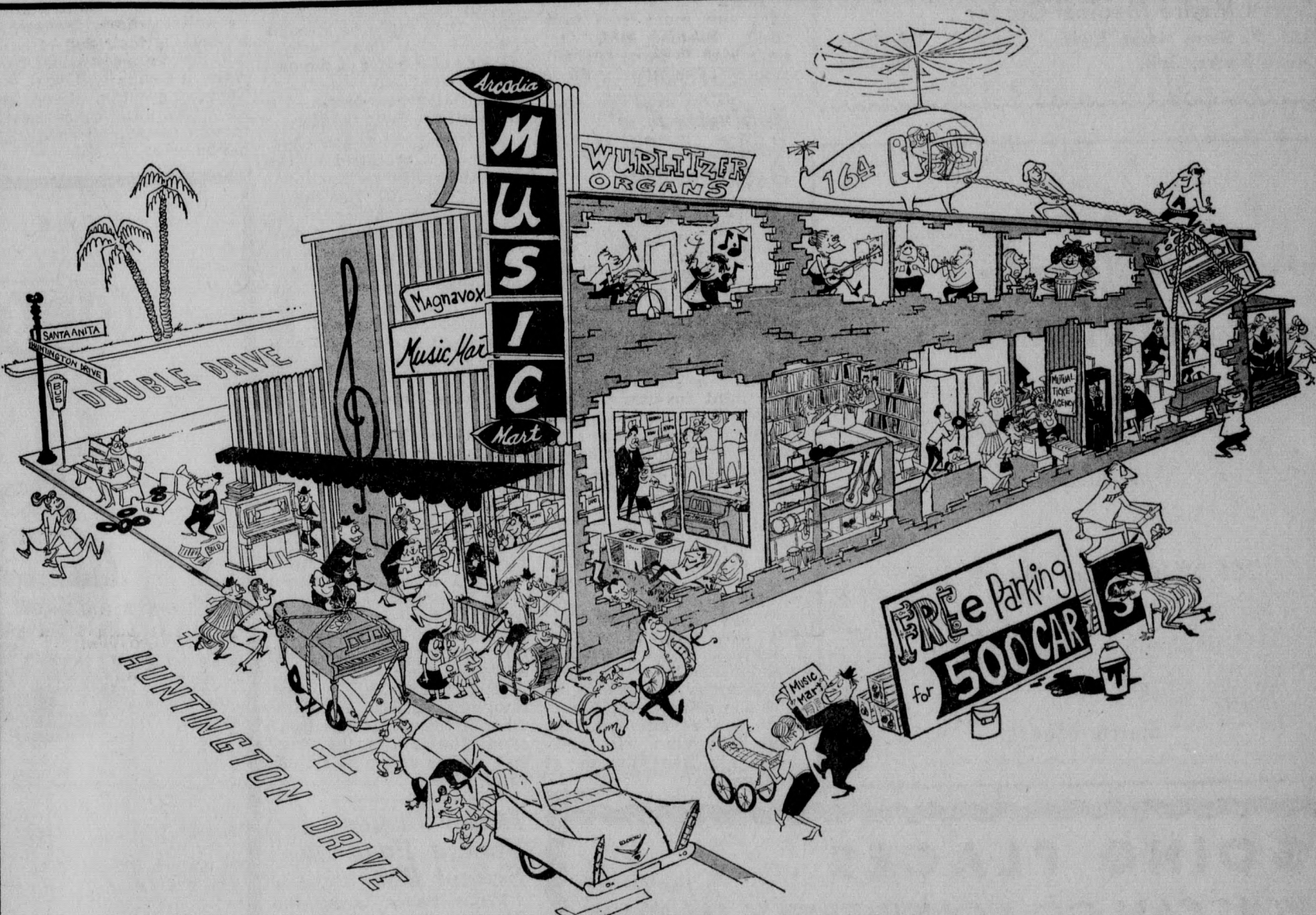
Announcing another live recording session at the Ice House, "A Hootennanny For Children," will be added to the 21 L.P.'s that have been recorded live at the Ice House. Among the most notable are the Smothers Brothers' latest, Bob Newhart's newest and Jack Linkletter's West Coast Hootennanny album.

And now, the live recordings moved to the charming Ice House children's show which is held each Sunday at 2 p.m. with comedian-magician John Moon supplying the laughs and the most amazing slight-of-hand feats. The music portion of the show is supplied by some of the finest young folk singers in the Southland.

Hootennanny

Two live recordings are scheduled for March 21 and March 28 at 2 p.m. John Moon will MC and conduct audience participation with magic and comedy. Don Davis will be there with his wild and wonderful one man band. There will be many, many other guest entertainers.
The Ice House management says: "Our goal is to provide for the children in our area a fun place to go to see good live children's type entertainment; to indirectly have the children learn good theater manners; and bring as much culture and American heritage to the younger set as we can."

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Contributions Still Needed For Casa Colina

Contributions from Casa Colina's annual mail appeal are lagging, according to Ralph E. Perry, M.D., director of the rehabilitation center for crippled children and adults. "Our fiscal year ends on March 31 and we are about \$3,000 short of last year's income from this source of revenue," said Dr. Perry. "To date \$51,000 has been received," he continued.

The policy of Casa Colina allows the patients to receive care and treatment and charges to patients are based upon their ability to pay. No person is ever turned away for lack of funds. Patients such as those who are paralyzed from the neck down as a result of driving or auto accidents spend many months at the Center; consequently, they have little or no funds for their care. Contributions enable the board to maintain this charity policy for both inpatients and outpatients.

Specialized equipment for individual patients must also be purchased. One 16 year old boy who broke his neck in an auto accident needs an electric wheelchair so that he might get around independently. He has no funds for his care nor any funds for the chair which will cost \$710.

Residents interested in helping crippled children and adults at the Center are asked to send contributions to Casa Colina, 255 E. Bonita, Pomona.

SIERRA MADRE NEWS

CERTIFICATE OF BUSINESS, FICTITIOUS NAME

The undersigned do certify they are conducting a business at 640 Edgewood Drive, Sierra Madre, California, under the fictitious firm name of J & J Associates and that said firm is composed of the following persons, whose names in full and places of residence are as follows:

Alvin Kenneth Hackbarth, 640 Edgewood Drive, Sierra Madre, California.
Patricia Lemmel Hackbarth, 640 Edgewood Drive, Sierra Madre, California.

Dated March 2, 1965
Patricia Lemmel Hackbarth
Alvin Kenneth Hackbarth
State of California,
Los Angeles County.

On March 2, 1965, before me, a Notary Public in and for said State, personally appeared Alvin Kenneth Hackbarth and Patricia Lemmel Hackbarth known to me to be the persons whose names are subscribed to the within instrument and acknowledged they executed the same.

Zane Guleran, Notary Public
My Commission Expires
October 2, 1967

Publish Sierra Madre News
March 11, 16, 25, April 1, 1965

Four Sierra Madreans Win In B. of A. Satellite Contest

Four Sierra Madreans and two Pasadenans were winners in the Stardust Satellite contest at the new Sierra Madre branch of Bank of America, Manager Hugh Barton has announced.

First prize of a \$50 savings account at the branch was won by Marialyce Rita Pedersen, 117 W. Montecito Ave., Sierra Madre, who guessed the number of "stardust grains" in the "satellite" right on the nose.

Harold Axelrod, 522 W. Sierra Madre Blvd., missed by only one "grain" to take the \$25 second prize. Vivian Benson, 500 Foothill Ave., Sierra Madre, won the \$10 third prize when her guess was only two short.

"This indicates that the people here really have keen minds," Barton said. "It is very rare for anyone to guess the exact number in this contest, and even rarer to have so many come so close. The most any of our prize-winners missed by was six 'grains'."

"This contest was a lot of fun for us, and I want to publicly congratulate the winners and thank all who took part in the contest and who visited us since we opened."

"Even though we can't offer any more 'free samples,'" Barton said, "my staff and I hope you will drop by to see us any time."

Returns From Overseas Study

Recently returned from five months of study and travel in France is Carol McDonald, junior from Sierra Madre. Miss McDonald was with a group of 20 Lewis and Clark students under the college's Overseas Study program.

First stop for the group was the city of Besancon, near the Swiss border, where the members lived for a month with French families. There they explored through lectures and visits various aspects of the life of the city and hosted an American-style Halloween party as a farewell for their families.

Following the homestay, which was arranged by the Experiment in International Living, the LC Frenchmen moved to Strasbourg, in the Alsace, for a period of concentrated study. Classes included French language and literature and "area studies," a survey of culture, economics, politics and history. Each student also pursued a research project on a subject of special interest and many audited classes at the University of Strasbourg. The group also had the opportunity to witness a session of the Council of Europe.

Before termination of the program February 17 the group spent two weeks exploring Paris, Versailles, Chartres and other attractions in that area. Some students continued with a period of individual travel before returning for third term at Lewis and Clark.

Miss McDonald is the daughter of Mr. and Mrs. Alex McDonald, 167 E. Highland. She is studying English and is active in French Club.

Major Issues Facing Pasadena School Board

Major issues facing the Pasadena Board of Education will be maintaining the neighborhood school concept and local control of education, according to three candidates who spoke at a breakfast last Saturday.

In contrast to a recent Los Angeles meeting where five people greeted candidates, over 125 Pasadenans were present at a forum to hear incumbents, Mrs. Lu Verne LaMotte and Mr. Steve Salisian, and new entrant, Dr. Joseph Engholm.

Sponsored by MADAC and moderated by its chairman, William H. Pursley, the program gave Board of Education candidates an opportunity to present their views and answer questions from the audience.

During the question and answer period, Mrs. LaMotte said, "Redistricting could well be a major issue in the months to come and we must not allow the balance to tilt to the side of people who wished forced integration."

Dr. Engholm, speaking on his candidacy, stated, "The present incumbent of seat No. 5 has not fully supported administration policies."

Mr. Salisian said, "Mrs. LaMotte, Dr. Engholm and I have similar goals. Junior high school districting is an issue, but plans based upon bussing students from school to school are unworkable and a disservice to the taxpayers."

The meeting concluded with a statement by Pursley that more programs in the interest of excellence in education will be presented by MADAC in the future.

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LITTLE THIS-N-THAT

FUNNY THING happened last week. The big oval was dark on Friday. I mean Santa Anita was closed. Can you imagine they left one whole day between the close of the thoroughbreds and the start of the harness meeting.

A FEW WRAPUP NOTES... A straight two buck bet on the favorite in each race would show a \$104.80 loss on the win end and a \$33.20 set-back for all show bets. Wagers on the place end came up with a \$13.80 profit.

THE PUBLIC CHOICE finished in the money 319 times for a 64 per cent ratio, just slightly above the 1964 campaign. The seventh and eighth races showed 20 winning favorites with 40 in the money. Poorest showing by the choices came up in the ninth race as might be expected. Only 11 favorites topped the closing race and just 31 were able to finish in the money.

MILO VALENZUELA easily nabbed the leading two-year-old jockey crown with five winners in the three furlong "baby" race... For the fifth straight season the number one post failed to have a winner in the turf sprint. Only four favorites made it to the winners circle... Average daily double payoff was \$180 with the 9-8 combination the only one to connect three times... Billy Mahorney won the most ninth races (8) to beat out Shoemaker (7) and Miguel Yanez (5).

Hope you had better luck with the "sucker bet" daily double than Old Hankus. He hit one time for a rip-roaring \$19.80, smallest DD of the meeting.

Only 279 more savings days until the separation center opens again.

OLD HANKUS looks for UCLA to trounce Wichita and Princeton to upset Michigan in the NCAA semifinals Friday night with the Bruins nabbing the national title on Saturday, just as the ancient one predicted over a month ago.

THE BRUINS are really something. USF, with Ollie Johnson, easily controlled the boards as Johnny Wooden's band had their hands full with the sky scrapping Dons. Yet, Lacey with get a tip-in, Erickson hit on a nifty jump shot, ala Jerry West, and Goodrich would connect on a left-handed hook shot. To score 101 point against USF was in itself a major feat.

ISN'T IT TIME Red Auerbach was named "coach of the year" in the NBA? The Celtic head man has never landed the coveted award. Freddie Schaus will probably get the acclaim however, and who is to say that would be wrong?

WOULDN'T IT BE wishful thinking to expect the Lakers to knock off the Celtics for the NBA championship? With Baylor and West at the peak of scoring efficiency, Willey and Imhoff getting the job done defensively, LaRusso and Ellis gaining momentum, and the Hazard-King backcourt duo improving with every outing. WHY NOT?

SURPRISE... Bob Pettit, Elgin Baylor, Jerry West, Oscar Robertson and Bill Russell were named to the Sporting News NBA All-Star team. These greats have really cornered the market. Only Wilt Chamberlain muscled into the act last year.

WILL Jackie Warner and Jim Lefebvre be the surprises in the Angel and Dodgers spring camps?

RUMOR DEPT. It seems more than likely that a high school All-Star football game, featuring San Gabriel Valley grid stars, will be held this summer.

LITTLE LEAGUE NOTES: Two managers still needed. Call John Grijalva, 355-7720 if interested. A couple of scorekeepers are also in demand... Baseball Association meeting the night of March 24, at Bert Embree's, 171 S. Baldwin... Mark June 19 on your calendar now. That's the date of the "A Diamond Is A Boy's Best Friend" dinner dance to raise funds for the little leaguers.

DID YOU KNOW THAT both Jim Fregosi and Tommy Davis played basketball this winter under assumed names. Management frowns on such activity.

COMEBACK DEPT.... It had better be for Ken McBride and Johnny Podres if the Angels and Dodgers hope to climb in the standings this season.

News From Your COMMUNITY HOSPITAL

Delighted with their first baby are Mr. and Mrs. Vincent Smale of 85 S. El Nito St., Pasadena. Their daughter, Teri Diane was delivered Tuesday, March 9 at Sierra Madre Community Hospital. Her birth weight is recorded as 9 pounds.

Mr. and Mrs. David Wheeler who reside in Monrovia at 224 N. Envinitas St., have their third son whom they have named Gregory David. His older brothers are Michael and Jerry. Little Gregory's great grandparents Mr. and Mrs. Lee Bouldin are here from Springfield, Missouri, to join in the welcoming. Maternal grandparents Mr. and Mrs. William Wimmer of Pasadena and paternal grandparents Mr. and Mrs. Clarence Wheeler also of Pasadena have joined in accepting congratulations. This popular little fellow was delivered by Caesarian section at Sierra Madre Community Hospital Wednesday, March 3 with a birth weight of 6 pounds 4 ounces.

Baby Timothy David Nomura has joined his brother and sister in the home of his parents Mr. and Mrs. Shomura at 180 Grove St., in Sierra Madre. He was delivered Wednesday, March 3 at Sierra Madre Community Hospital with a weight of 6 pounds 13 ounces. The Nomuras' other children are Ann, Nancy, Robert and Margaret Lynn.

Discharged from Sierra Madre Community Hospital last Monday was Chester Lighthizer who resides at 100 Colony Dr., Sierra Madre. Mr. Lighthizer underwent surgery several days previously.

An overnight patient at Sierra Madre Community

Hospital last weekend was Leon Jenkins whose home is at 42 E. Carter St., Sierra Madre.

Announcement this week is being made by Mr. and Mrs. James Ibbetson of 14428 Crystal Lantern Dr., Hacienda Heights of the birth of their daughter Mary Patricia at Sierra Madre Community Hospital. This dainty little miss whose birth weight was a conventional 6 pounds 9 ounces was delivered on Thursday, March 11. The Ibbetsons also have a son, Michael James.

Happy experiencing parenthood for the first time are Mr. and Mrs. Robert Todd of 290 Euclid St., Pasadena. Their daughter whom they will call Michele Lynn was delivered Wednesday, March 10, at Sierra Madre Community Hospital. Her weight at birth was 6 pounds 10 1/2 ounces.

LSE To Support Board Of Education Candidates

A citizens group has been formed to support the candidacy of three aspirants to the Board of Education, Mrs. LuVerne LaMotte, Steve Salsian and Dr. Joseph Engholm.

Joel Sheldon, chairman of the new organization, announces that the League for Sound Education will campaign for the election of these three candidates because "the principles for which they have declared themselves represent the thinking of those persons in the community who are seriously concerned about the future direction of our school system."

Sheldon reports that LSE has already received many volunteer offers of support. At an initial meeting other officers named were: Mrs. Dorothy Mayo, vice chairman; Mrs. Sam Goldstein, secretary, and Walter Drake, treasurer.

A joint statement issued by the three LSE candidates reads: "We, Mrs. LuVerne LaMotte, Steve Salsian and Dr. Joseph Engholm agree upon major policies which we consider fundamental to the sound education program of our community. Issues such as the neighborhood concept and local control of education are important to the welfare of Pasadena. These and other vital issues will be spelled out in detail during the coming campaign in public appearances and statements."

The first U.S.-Bermuda yacht race was held in 1906.

Children should be seen and not hurt. Defensive driving will always pay

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NEW 245 W. Foothill MONROVIA Phone 359-8191	USED 732 W. Huntington MONROVIA Phone 358-2122
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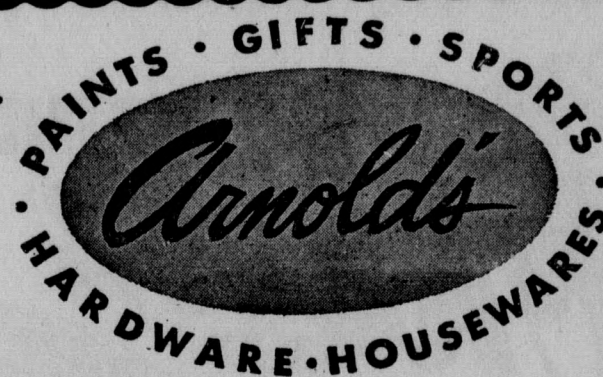
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Walt Disney Grand Marshal

77th Tournament of Roses Set Plan, Theme For '66

Walt Disney, who has brought joy to many millions around the world, will be the Grand Marshal of the 77th Annual Tournament of Roses having the theme, "It's a Small World."

The announcement was made Sunday, March 14 by P. Randolph Richards, association president, just prior to his leaving for a tour across the United States and then around the world on behalf of the 1966 Rose Parade.

Disney, one of the most beloved and widely known persons in the world today, has become a global ambassador of good will through his genius as showman and producer. He has been honored by many countries, including Argentina, Brazil, England, Finland, France, Germany, India, Italy, Mexico, Scotland and Switzerland.

Winner of over 700 awards since 1932, the 1966 Grand Marshal said, "This is one of the finest of all experiences — to have a part in Pasadena's beautiful parade of flowers with its most fitting international theme, 'It's a Small World.' Beauty and happiness knows no boundaries on New Year's Day, as this great event has become a part of the world scene."

The theme was selected from several thousand suggestions sent in from all parts of the country. The winning idea was submitted by Frederick H. Weller, 1113 Gravelia, Altadena, Calif.

Tournament President Richards will use jet travel, which has done much to make this a small world, in making his globe-girdling trip as an emissary of the world's most famous floral parade. Following his visit to 16 cities of the U.S.A., he will enplane for Great Britain from New York about April 1. He will then visit countries of Europe, Africa and Asia, making arrangements for flowers symbolizing each country — the rose of England, fleur de lis of France and the violet of Italy — to be flown to Pasadena for next New Year's

Day. President Richards, an electronic manufacturer, has a working knowledge of communication satellites and hopes that the incredible video relaying device can further prove "It's a Small World," by beaming the spectacular parade of flowers to untold millions of viewers across the waters.

Elementary School Menu

March 26 - 26, 1965

Monday — Frank and tater pie, stewed tomatoes, crispy celery sticks, apple sauce, buttered dilly roll and milk.

Tuesday — Hamburgers with fixings of lettuce and cheese slices, buttered corn, diced peaches, ranger cookie and milk.

Wednesday — Spaghetti, buttered green beans, cottage cheese on lettuce leaf, orange, buttered yeast biscuit and milk.

Thursday — Oven fried chicken or roast beef and gravy, fluffy mashed potatoes, cole slaw with carrot and green pepper, white cake with fruit topping, buttered French bread and milk.

Friday — Oven grilled fish and tartar sauce, buttered peas, tossed green salad, fruited jello with pineapple, buttered whole wheat roll and milk.

Concert Ass'n Holds Annual Membership Drive

The Foothill Community Concert Association, organized on a membership basis for admittance to Concerts, is holding its annual drive this week.

Membership entitles the holder to attend all Foothill Community Concerts during the Association's 1965-66 season. During the one week only campaign, March 8 to 13, present members are called upon to renew their memberships and all others are cordially invited to join.

The Concert Series is offered at centrally located Monrovia High School auditorium, ample parking facilities are available. Added to the top flight performing artists, other benefits for the ticket holders is a reciprocity list available in the area.

Artists already engaged for next season include the famed Clebanoff Strings, Helsinki University Chorus and Ella Lee.

Adult memberships are \$7 and students, \$3.50. For reservations call Arcadia Music Mart, Chess Radio and Sierra Madre chairman Mrs. Roy E. Nelson, EL 5-7041.

It costs \$116,000,000 to build a Polaris-type submarine.

Local Monastery Retreat House Founder Dies

Requiem Mass for Father Edwin Ronan, C.P. first rector of Mater Dolorosa Monastery and Retreat House, was offered in the monastery chapel Tuesday, March 2.

Father Edwin who was 81, died Monday, March 1 in Cincinnati and was buried Wednesday, March 3, from Immaculate Conception Monastery, Chicago.

The Passionist Missionary, who had been ordained in St. Louis May 29, 1907, returned to Sierra Madre in 1957 to observe his golden jubilee.

Fr. Edwin served as chief of U.S. Army Catholic chaplains in France during World War I and at the start of World War II was chief of Philippine Army chaplains.

He declined an invitation by General MacArthur to escape the Philippines by submarine and elected to "stay with my boys." He spent three years as a prisoner of war in Japanese prison camps.

He came to Sierra Madre in 1927 to promote the lay retreat movement and was largely responsible for building the monastery, which also served as retreat house from 1932 to 1949. He was rector of Mater Dolorosa from 1932 to 1935.

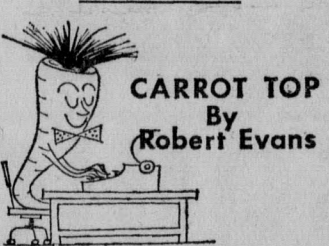
After leaving Sierra Madre he was superior of St. Paul's Monastery, Detroit, and in 1937 he went to the Philippines at the request of President Manuel Quezon to organize a chaplains corps.

Fr. Edwin had met Quezon in 1931 when the future president was recovering from tuberculosis in Monrovia.

After World War II Fr. Edwin was a mission preacher in the Southwest and Midwest. His last assignment was as chaplain of Mt. St. Joseph College, Cincinnati. He leaves a brother Stephen Ronan, Chicago attorney.

Back To School

Eleven San Gabriel Valley public school executives are going back to school at the University of Southern California in a Mid-Career Advanced Development Program for practicing professionals. From Sierra Madre is Donald J. Hill, 39, of 335 Santa Anita Court, principal of the Jackson Elementary School in the Pasadena Unified School District.



seconds, then a small meek voice from the rear of the hall timidly retorted, "I once shot a woodpecker." ... So I guess every little bit helps. ...

—CT— And this is where you and I come in ... every little bit helps ... your representation in City Government, State, National, at church, at meetings ... things that concern you and yours ... you should make an effort to be present ... every little bit helps. I'm sure you know this.

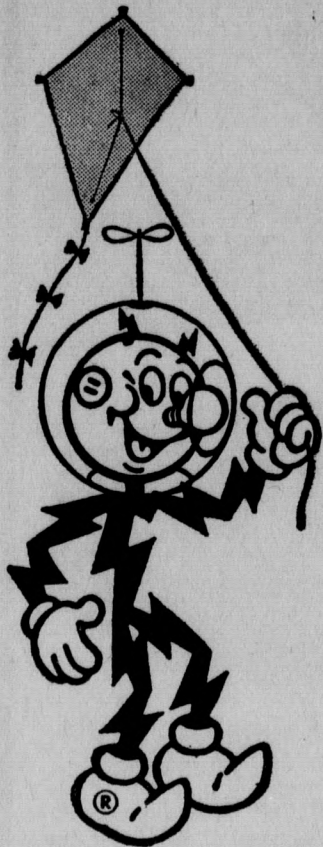
—CT— War is expensive, even the one we're about to launch against poverty. The Office of Economic Opportunity, which will direct the battle, has taken a 10-year lease on seven stories of a new office building in downtown Washington. Annual rent will be \$8,225,000.00. Note that 10-year lease. Was it necessary to commit the taxpayers to that long a lease? Or does it mean that the bureaucrats are convinced it will take 10 years to win the war? If so, it will be a short one, considering the fact we have had poverty since Biblical days.

—CT— In closing the column for this week, let us again remind you that, "Many people consider the things which government does for them to be social progress, but they consider the things government does for others as socialism." You do see the handwriting on the wall don't you? I hope, I hope, I hope.

The U.S. produced 2,807,000 tons of potash in 1964.

Red China has thirty submarines.

From March 23 to 28 THE GREENWOOD SINGERS Also THE GOLDBERGIERS THE ICE HOUSE THEATRE-RESTAURANT 24 N. MENTOR PASADENA MU 1-9942



Kite Safety and fun checklist for earthboys

Launching Pad—Open field away from overhead wires.

During Countdown—Make sure kite has no metal parts.

Ground Control—Dry cotton string only (never wire or metallic).

Crash Procedure—Abandon kite immediately if it catches in any wires!

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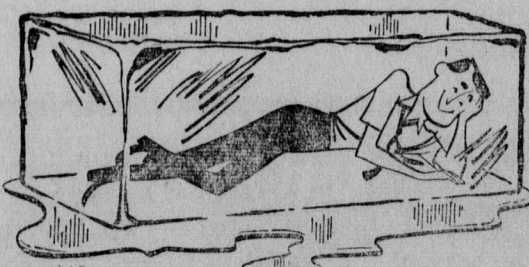
Lose Weight

Reduce Waistline — 2" to 4"

Reduce Hips — 2" to 4"

Reduce Thighs — 2" to 3"

PUT YOUR MAN ON ICE



Steam

Bath

and

Massage

Build Bust Line — 2" to 4"
Gain Weight — 10 to 25 pounds

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COMPLETE TRAINING IN THE ARTS OF SELF DEFENSE —
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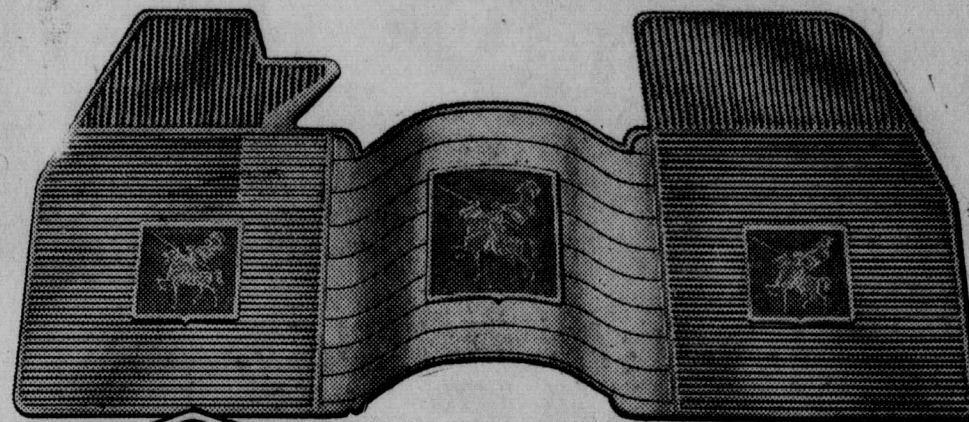
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Deluxe AUTO FLOOR MAT

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Only

Limit one per customer — additional mats \$4.95 each

- Heavy molded rubber, weighs 9 lbs.
- Door-to-door contour, fits most cars
- Your choice of popular colors



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Finest 1964 Rayon Tire at

REDUCED PRICES!

Rayon Custom Super-Cushion

\$16.95

6.00 x 13 tubeless blackwall plus tax and old tire.

- Original equipment—same tire that came on last year's new cars!
- Extra-mileage Tufsyn rubber—toughest ever used in Goodyear tires!
- Triple-tempered, 3-T rayon cord for extra strength, smooth riding!

HURRY! STOCKS DWINDLING FAST AT THESE CLOSE-OUT PRICES!

NO MONEY DOWN! FREE MOUNTING!
"No Limit" Guarantee!

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GOODYEAR NATION-WIDE "NO LIMIT" GUARANTEE. No limit on months • No limit on miles • No limit as to roads • No limit as to speed • For the entire life of the tread • ALL NEW GOODYEAR AUTO TIRES ARE GUARANTEED against defects in workmanship and materials and normal road hazards, except repairable punctures. IF A GOODYEAR TIRE FAILS UNDER THIS GUARANTEE any of more than 80,000 Goodyear dealers in the United States and Canada will make allowance on a new tire based on original tread depth remaining and Goodyear's printed "Exchange Price" current at the time of adjustment, not on the higher "No Trade-In Price."

SIZE	SALE PRICE WITH TRADE*
6.00 x 13	\$16.95
6.50 x 13	18.25
7.00 x 14	20.10
7.50 x 14 / 6.70 x 15	21.30
8.00 x 14 / 7.10 x 15	23.30
8.50 x 14 / 7.60 x 15	25.60
8.20 x 15	29.50

*Tubeless blackwall plus tax. WHITEWALLS SALE-PRICED, TOO!

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Complete Engine Tune-Up
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89¢
lb

FIRST 3 RIBS 93¢_{lb}

U.S.D.A. CHOICE

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69¢
lb

LEAN TENDER
SHORT RIBS

49¢
lb

FRESH LEAN
GROUND BEEF

39¢
lb

CALIFORNIA GROWN--FRESH

Roasting Chickens

49¢
lb

Lean Sliced Bacon

Rath
Black Hawk **59¢**
lb

Wakefield's — Ready To Eat
SPLIT ALASKA

KING CRAB LEGS

89¢
lb

In the shell — Net 12-oz.

RED SALMON

89¢
lb

Kidney Beans



15-OZ.
CAN

6 FOR 95¢

Beef Tamales

Armour
LB. JAR

3 FOR \$1

Freestone Peaches



17-OZ.
CAN

4 FOR \$1

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serve you, small
enough to
know you"

Roberts Market
HOME OF THE GREEN FROG
ON THE CORNER ON THE SQUARE
SIERRA MADRE

Offering the
finest in
gourmet selection



THE FRESHEST IN

PRODUCE

Fresh Firm, Green
CABBAGE

5¢
lb

Fresh Crisp, Sweet
CARROTS

Washington, Lunch Size
DELICIOUS APPLES

10¢
lb

Sweet, Full O' Juice
ORANGES

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For Automatic
Dishwashers

ELECTRA • SOL

TWIN
PACK **42¢**
Tax

American Beauty
RONI MAC or
SPAGHETTI

25-OZ.
PKG. **3 FOR \$1**

Pink Salmon

Demings
Fancy
Alaska

TALL
CAN

49¢

Apple Juice

Macomber's
Pure
24-OZ. BOTTLE

4 FOR \$1

BISQUICK

Variety
Baking
Mix

40-OZ.
PKG.

39¢

• LEMON SQUASH

BURRY'S

• PECAN PENUCHE

• SANDWICH CREMES

3 FOR 89¢

Margarine

Hollywood
Safflower Oil

LB.
CTN.

35¢

Niblets Golden Corn

Green
Giant

12-OZ.
CAN

5 FOR \$1

Fig Newtons

Nabisco
LB.
PKG.

3 FOR \$1

Chicken Noodle Soup

Knorr's
Chunk

TWIN
PACK

35¢

CATSUP

Kern's Pure
Tomato

14-OZ.
BOTTLE

2 FOR 27¢

STOCK-UP ON

FROZEN FOODS

6-OZ. CAN



5 FOR \$1

6 FOR \$1



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CHOPPED SPINACH
GIANT GREEN PEAS

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Swanson
TUNA
PIES

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5 FOR \$1

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ONCE-A-YEAR
OPPORTUNITY TO
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that bring you the most dazzling
color pictures you've ever seen!

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SAVE \$50
NOW ONLY
\$498⁵⁰

Enjoy a new standard of dependability... plus the most vivid, most natural 26 1/2 sq. in. color pictures ever! And, every Magnavox incorporates highest-reliability "Bonded Circuits", just like those used in today's advanced military electronic equipment. The Danish Modern 21, model 2-U532 in Dark Walnut finish—Annual Sale priced.



TOTAL REMOTE CONTROL
...is added by model 1-RT547 which also features Automatic Color that eliminates critical fine tuning—always holds colors true. Save \$45. Annual Sale priced, NOW ONLY \$550.

THERE'S A MAGNA-COLOR STYLE
FOR EVERY SETTING AND FOR EVERY BUDGET



NOW ONLY **\$478⁵⁰**

The Early American 21—model 2-U506 with: Brilliant Color Tube, Quick Pictures, Chromatone, 6" oval speaker and Tone Control. In warm Maple finish, Annual Sale priced.

SAVE \$50
NOW ONLY
\$399⁹⁰

Here's proof that you pay no premium for Magnavox excellence: The Contemporary 21, model 1-T507 with 6" oval speaker, Tone Control, Simplified Controls, Automatic Picture and Sound Stabilizers and Interference Rejector. In decorative Walnut-Grained Vinyl. Annual Sale priced.



COME-IN-TODAY... see Magnavox MAGNA-COLOR TV... truly the finest and your best buy on any basis of comparison

THERE'S A MAGNA-COLOR STYLE
FOR EVERY SETTING AND FOR EVERY BUDGET

SAVE **\$50**

The French Provincial 21—model 2-U533 with: Brilliant Color Tube, Quick Pictures, Chromatone, two high fidelity speakers plus Tone Control. In Distressed Cherry finish. Also in Danish Modern styling. Your choice, both Annual Sale priced.



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Metropolitan Area Shows 226,875 Govt. Employees

A total of 226,875 persons worked for local governments in the Los Angeles-Long Beach metropolitan area when the 1962 Census of Governments was taken, the U.S. Bureau of the Census reported this week. Of this number, 198,801 were full-time and 27,074 were part-time employees. Teachers and other employees of public school systems made up an important fraction of the total.

When the last previous Census of Governments was taken, in 1957, there were 172,852 employees of local governments in this area.

The 1962 figures are in a special report, "Local Government Areas," recently published by the Bureau, an agency of the U.S. Department of Commerce. The 705-page volume is the final major report based on 1961 Census of Governments data.

The report also showed that 348 local governments were counted in this area in 1962, compared with 319 in 1957.

Direct general expenditures for local government services in the area during fiscal 1962 amounted to \$2.3 billion, including \$952 million for public education.

General revenue of local governments in the area amounted to \$2.2 billion during fiscal 1962. Of this, \$1.1 billion came from local property taxes, \$163 million from other local taxes, \$268 million from miscellaneous local nontax sources, and \$681 million from the State and Federal governments.

This metropolitan area is

New Brain-game Challenge At Investors Savings

An electronic brain that plays Tic-Tac-Toe with any and all challengers is in the lobby of Investors Savings and Loan Association at 61 S. Lake St., Pasadena.

The brain-game, furnished by Pacific Telephone to Investors Savings, is the latest in push button fun. Businessmen, educators, engineers, and homemakers alike are invited to try and outwit the "brain." It issues a special challenge to Tic-Tac-Toe buffs and eggheads, while at the same time proving the near infallibility of a modern computer.

The game will be available to the public in Investors lobby from March 12 through March 22.

Benefit Concert By Musical Jrs. To Be March 20

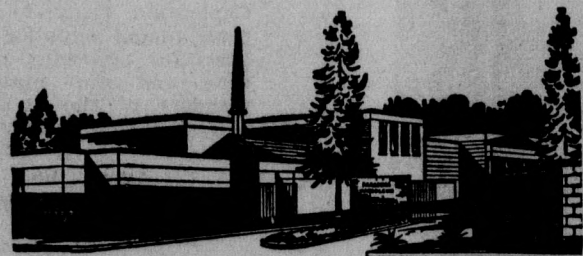
The Tuesday Musicales Juniors of Pasadena will present their annual Benefit Concert on Saturday evening, March 20, at 8 p.m. in Morrison Hall at the Westminster Presbyterian Church, 1757 N. Lake Avenue, Pasadena.

The concert is given annually in order to raise funds for a junior Scholarship Award, which will be presented to an outstanding member. This year's winner, chosen for service to the Tuesday Musicales Juniors, as well as outstanding musicianship and an interest in a musical education, will be announced at the concert.

Two sopranos, Marcia Jo Gagne, accompanied by Naomi Stapel, and Gail Galvaldo, accompanied by Judith Deniston, will be heard. Performing at the piano will be Jim Pewsey, Barbara Varellos, Allison McNeely, and Karen Nadelhoffer, accompanied by Cathy Diehl. Loretta Schall will play cello, accompanied by Guimar French; Philip Lewis shall play violin, accompanied by Susan Svercek; Alan Gould will be performing on the clarinet, accompanied by Judith Deniston. Lyna Bamee will be accompanying both Ron Ryder on trumpet, and Glen Clark on the flute.

The public is cordially invited to this big event. Tickets may be bought from any member or at the door.

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Attention Mothers and Fathers

Sierra Mesa.

Student count from these areas are as follows: Franklin, Caucasian—253, Negro—249; other—102; Altadena, Caucasian—364, Negro—103, others—32; Madison: Caucasian—237, Negro—174; others—76; and McKinley: Caucasian—115, Negro—230, Others—92. All figures are as of February 3, 1964. This does not include growth.

Since it is plain to be seen this mode of operation would create more expense in the transportation field, we feel that the only reason for this plan would be IN-BALANCE or RACE BALANCE.

Plan six, endorsed by our Superintendent and the three candidates before mentioned, allows for parent transfer of students on the parent cost of transportation basis, and proposes to change the boundaries of Sierra Madre and Sierra Mesa schools to equalize the under-capacity of Sierra Mesa. The boundary would be north of Sierra Madre Blvd. and between Baldwin and Mt. Trail to the mountains.

The Triad Plan, if allowed to be made will later also be installed in the Junior High and High Schools.

Blair High School
Blair High School is the other prominent issue, "How to complete this school on the \$5 million approved bond issue when the school

is going to cost \$6 million." It is the opinion of the candidates above mentioned as well as the Superintendent that the approximate shortage of \$400,000 should not be assessed against the taxpayer. That the Board should sell a piece of property near Pasadena High School in Hastings Ranch area, purchased some years ago and use that money to pick up the shortage. This property is not needed and should be converted into cash to make up the difference.

It is my opinion that every mother and father should oppose the Princeton or Triad Plan, and should insist that the School Board relieve their problem of money from Blair by sale of property.

After complete investigation, and with further information to be given to you before the election May 11, it is our recommendation that you do all in your power to return Board Members La Mott and Salisano to their positions and that you replace Shafford with Dr. Joseph Engholm.

(More to Follow)

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Imports	Was	Now	Dn.*	Mo.
'65 VW Deluxe	\$1995	\$1895	\$25	\$73
'64 Simca 4 Door	\$1895	\$1595	\$25	\$62
'63 Datsun Convertible	\$1995	\$1695	\$25	\$75
'60 Renault 4 Door	\$ 495	\$ 295	\$25	\$17
'61 MGA Roadster	\$1195	\$ 995	\$25	\$54
'63 VW	\$1495	\$2195	\$25	\$75
'59 Volvo 544	\$ 895	\$ 695	\$25	\$38
'58 Fiat 1100	\$ 495	\$ 395	\$25	\$24
'58 Renault Dauphine	\$ 598	\$ 398	\$25	\$24
Domestic	Was	Now	Dn.*	Mo.
'60 Falcon 2 Door Deluxe	\$ 795	\$ 595	\$25	\$34
'59 Chevy Impala w/Air. Cond.	\$1195	\$ 995	\$25	\$54
'57 Chevy Bel Air 2 Dr. Hardtop	\$ 995	\$ 795	\$25	\$44
'59 Plymouth Fury Hardtop	\$ 595	\$ 495	\$25	\$28
'53 Ford 1/2 Ton Pickup	\$ 495	\$ 395	\$25	\$24
'57 Ford V8 Stick shift, Wagon	\$ 495	\$ 395	\$25	\$24

*Approved Credit

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Santa Anita Golf Course Pro Shop Lease Continued

To provide for the continued operation of the golf pro shop at Santa Anita Golf Course in Arcadia, county supervisors today authorized a five-year lease with William G. Reynolds, the present concessionaire.

Supervisor Frank G. Bonelli said that Reynolds will pay the county as rental the sum of \$1,150 per month for a period of five years commencing on July 1, 1965, and terminating June 30, 1970.

Reynolds has asked to be relieved of operation of the food and soft drink portion of the concession in order to devote full time to his golf pro duties, including the operation of the pro shop and related facilities, Bonelli explained.

A separate proposal and recommendations for the food concession, being operated for Reynolds by Jack Golden, will be submitted to the supervisors as soon as negotiations with Golden have been completed. The Department of Real Estate Management advised the board today, Bonelli noted.

VENT

(Lee Ellerbrock)

One of the best worded, most considerate comments for a better Sierra Madre, I believe, was written to the editor in today's edition (March 4) by Edwin L. Rose. I wholeheartedly agree that both sides of the zoning fence should "join forces to see what can be done to salvage a good situation" and that the belligerent realtor and builder adversaries should "focus their efforts on suggestions that may be effective in bringing together citizens, promoter-developers and city government in a joint venture to prescribe, effect and enforce zoning regulations adopted to protect the property owners who like and enjoy their present environment and at the same time to implement the efforts of developers who have a sincere concern for the welfare of the community and will be governed by such concern in the proper, high quality development of an R-3 segment of the laity fought for the enactment of that proposition. Incidentally, the hooded letter-writer dropped a clear sign of recognition by mistake. He used the word "putrid" again — obviously he is the same extremist coward who wrote all the other letters, under an assortment of pseudonyms, which merely attack and insult in the dark but shed no light.

for the "other side" by "VAN DYKE"

"he hooded contributor, signed just "A Citizen" this time, in the edition of February 25th made a nice try — or better three nice tries — to name the committee which was formed in Sierra Madre during the struggle for and against Proposition 14. The name is "Sierra Madre Committee for Fair Housing" and it is still active as far as I know. It can hardly be said that it "showed their accusations of discrimination into the local churches last year," when it is considered that no less than eight leaders of the religious institutions of all faiths in our fair city were among the many sponsors of the efforts of the Committee to fight against what it considered morally and constitutionally wrong. In this it was supported by practically every spiritual director in our state as well as the whole country — only a large politically-minded segment of the laity fought for the enactment of that proposition. Incidentally, the hooded letter-writer dropped a clear sign of recognition by mistake. He used the word "putrid" again — obviously he is the same extremist coward who wrote all the other letters, under an assortment of pseudonyms, which merely attack and insult in the dark but shed no light.

In the same edition appears an almost unbelievable example of politics in the church. It is a paid advertisement which quotes a radio program "Know Your Enemy" and at this late date refers to an article of nearly one year ago, where one Mr. Gardner of Pasadena "feels there is a deliberate and planned conspiracy within the Christian Science movement to undermine or destroy the Christian Science Church." Didn't the sponsor hear that Goldwater lost the election since then? And largely because of support from such crackpots?!

Talking about articles and speeches — I think that the choice conversation piece during the last election was that Barry Goldwater used the same script writer for his campaign whose second biggest customer was . . . Dick Gregory. Maybe that's what did it . . .

Writing head-lines and "funny" titles for articles in a newspaper is a difficult job — it usually keeps one very bright individual quite busy every day. The Pasadena Independent Star-News seems to employ a remarkable talent for such work. The puns and allusions in the titles are mostly interesting and funny, when it comes to the "human side of the news." But he surely made a boo-boo in the Sunday edition when it came to reporting the current condition of Queen Louise of Sweden. The AP wire stated that the "condition of Sweden's Queen Louise deteriorated further Saturday" and the cut headline announced "Queen Louise Deteriorating" . . .

Looking at television films of the "brave" fight of the troopers of Alabama against the parading negro "menace," at their uncalculated and brutal joking accompanied by the cheers and laughter of the watching crowd, I am reminded of pictures of similar "fun" by the Nazi storm-troopers with the helpless Jews . . . Oh God, help us to prove to the rest of the world that this is not the American Way . . .

In midst of so much human misery, conflict, intolerance and narrow-mindedness — I suddenly remember smilingly that the swallows will return to San Juan Capistrano tomorrow — their annual reminder of the beautiful mysteries of nature and the marvelous wonders of the world in which we find ourselves . . .

Attend the
Church of your choice
this Sunday

YOUR FAMILY
RESTAURANT
BROTHERTON'S
FARM HOUSE

Balanced Meals Are Vital
To Good Health
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14-SIERRA MADRE NEWS
Thursday, March 18, 1965

Sierra Madreans On Dean's List

A Dean's Honor List for the first semester, 1964-65, of 176 names has been announced by Dr. Irvin Lewis, Dean, Student Personnel Services, Pasadena City College.

To qualify, a student must attain a 3.5 grade point ratio for the semester with no grade below a C, must carry 12 or more units, must be in good standing, and must receive the approval of the Dean's Honor Committee.

The high schools of graduation include over 30 California public schools and six private schools, while 38 were from out-of-state high schools.

Members from Sierra Madre on the Dean's List include Helen Joan Johnson, Laura F. Meyers, Georganna J. Rogers, George E. Sheasby, Patricia L. Welles.

Ysabella Monroe Of Pioneer Family Succumbs

Mrs. Ysabella Arguello Den Monroe passed away Sunday, March 7. She had lived in Los Angeles all her life, and through her heritage represented one of the first families of California. Her great, great grandfather was Jose Dario de Arguello, illustrious first commandante of the Presidio of San Francisco.

Her great grandfather, Luis Antonio de Arguello, was the first Governor under Mexican rule, and her grandfather was Ramon de Arguello of Santa Clara fame.

Mrs. Monroe's father was Nicolas Den, son of Don Nicolas, a Den of Santa Barbara's Royal Rancho. Her mother was Ysabella Arguello Den. Mrs. Monroe was the great, great grandniece of Concepcion Arguello whose romance with Rezanoff is a choice bit of California history.

Mrs. Monroe served twenty years as chairman of History and Land Marks for the Native Daughters of the Golden West, and 27 years as treasurer of Los Fiesteros De Los Angeles.

Survivors include her daughter, Emma Bonebrake Retzer of Sierra Madre, two granddaughters, Ysabella McDonald and Dolores McDonald, and three grandsons, Frank Creswell, Jr., Raymond Creswell and Norman Punter. Also nine great grandchildren.

Rosary was recited in Englewood on March 10 and the Mass was celebrated by the Rev. Moran on March 11 at 9 a.m. at St. John's Church in Englewood.

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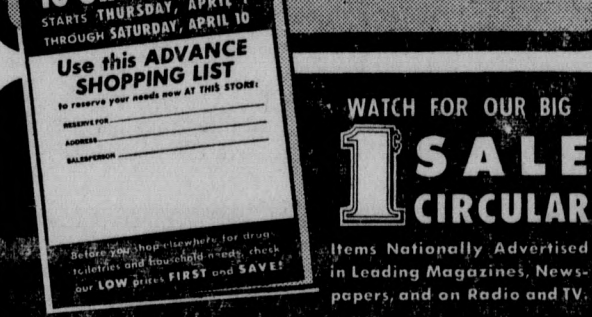


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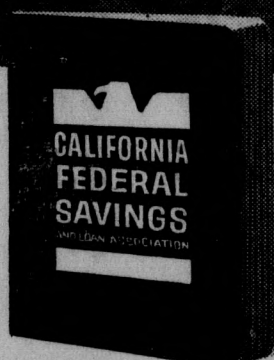
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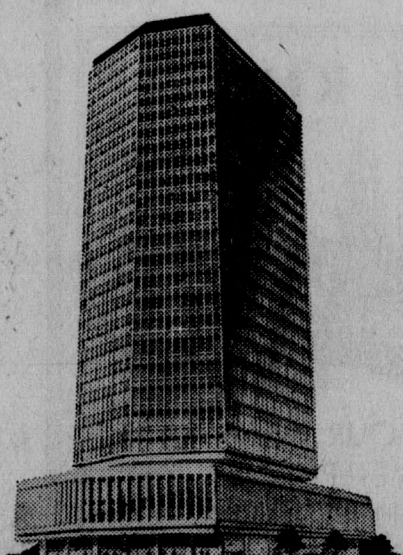
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New Officers Elected

Republicans Hear About Communistic Red China

Instead of penetrating the Cuban Sugar Cane Curtain as originally scheduled, Sierra Madre Republicans were treated to a concise personal insight into free Nationalist China and Communist Red China.

Mr. Walter A. Snell, prominent lecturer from a Federal Savings and Loan free enterprise speakers bureau, turned the clear light of his personal knowledge and experience on that troubled area of the world.

The son of a 27-year veteran medical and surgeon missionary in Soochow, China, Mr. Snell graduated from Shanghai American High School and Vanderbilt University in the United States. He served for 3½ years in the U.S. Navy—2 years as communications and operation officer on destroyers in the Pacific. He is still active in the Naval Reserve and a Lt. Commander. With this background, his opinions had the terse ring of authority and urgency.

Speaking of the Viet Nam war escalation, Snell urged that Nationalist China under President Chiang Kai-Shek be permitted to make a flanking attack on mainland China. Snell asserted that the free Nationalist China troops stationed on Formosa are well trained and officered, and have sufficient equipment and ships to mount such an action. He asserted that they would, however, need logistics support only from the U.S. once their troops reached China shores. Mr. Snell stated flatly that the vast population of China hates their Communist overlords and it was his opinion that Nationalist

troops would receive only a minimum of resistance. Answering questions concerning Indonesian President Sukarno, Snell compared him to those two previous "agrarian reformers," Fidel Castro and Mao Tse-Tung! It was his belief that Indonesia is helplessly committed to Communism—a situation he believes quite different in China.

In the regular business meeting which followed, the membership present voted to send the following telegram:

Senator George Murphy
Senator Thomas Kuchel
Representative Glen Lipscomb:

"The Sierra Madre Republicans Club encourages your support of President Johnson in his efforts to stop Communist aggression in Viet Nam and we strongly urge that no negotiation be undertaken until that aggression has been completely and reliably stopped. (Signed)

JAN MADDOX, President, Summary reports were given of the past year's activities and expenditures in support of the presidential campaign.

Officers for the coming two-year term were nominated and the following Sierra Madres were elected: President, Mrs. Jan Maddox; vice president, publicity, Mr. Earl Morris; vice president, programs, Mr. Ed Murphy; secretary, recording, Mrs. Ruth Howell; secretary, corresponding, Mrs. Alice Winslow; treasurer, Mr. Carl Cheadle; precinct chairman, Mrs. Jane Asher; asst. precinct chairman, Mr. Larry Brennan; financial chairman, Mr. Al Fletcher; campaign chairman, Mrs. Martha Van De Verg; members-at-large board of directors, Mr. Claude Brown, Mrs. Mary Tumulty, Mr. Nathaniel Van De Berg, Mrs. Rosalie Rose, Mr. James Winslow, Mr. F. (Hank) Howell, Mr. Irl Beatty and Mrs. Shirlee Robertson.

Hadassah Sets Meet March 22

Of particular interest to all members of the San Gabriel Valley Hadassah and their husbands, will be an open meeting to be held Monday evening, March 22, at 8 p.m., at the Foothill Temple Center, at 550 S. Second Ave., Arcadia.

Topic for discussion will be "Problems of the Jewish Family Today." Leading the symposium will be Rabbi Max Wasser and Bert Stern, psychologist.

Each man is eminently qualified within his field, and the symposium promises a particularly interesting discussion and exchange of ideas. All valley Hadassah members and their husbands are invited to attend. Refreshments will be served.

Thursday, March 18, 1965 SIERRA MADRE NEWS—15

Gretta Lydick To Study In France

Gretta G. Lydick, daughter of Mr. and Mrs. Lawrence Y. Lydick of 1975 Vista Ave., Sierra Madre, is among the 10th group of 160 students flying to Stanford University's overseas campuses in France and Italy.

They will leave at 10:30 p.m. on March 23 to fly Pan American's polar route to Paris and Milan from San Francisco International Airport.

Miss Lydick will be one of the 80 students beginning six months of studies at Stanford in France on March

30, the same day as students at the home campus begin their spring quarter studies after vacation. Stanford students who attend the overseas centers make uninterrupted progress toward the bachelor's degree under the University's General Studies program.

Recuperating At Home
Charles Fried returned home recently after a week's stay in Huntington Hospital where he underwent eye surgery. The Frieds reside at 249 Auburn, Sierra Madre.

Orchid Society Meets March 18

San Gabriel Valley Orchid Hobbyists will have their regular meeting March 18, at 8 p.m. at the Los Angeles State and County Arboretum, Arcadia.

The speaker of the evening will be Lloyd DeGarmo, who will talk on miniature cymbidiums. This should be a very interesting topic at this time of year.

At the culture class Allen Sylvester will talk on Oncidium at 7 p.m. on March 18, in the lecture hall.

The meetings are open to the public and anyone interested in orchids is urged to attend.

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7:00 p.m. Evangelistic Service
6:00 p.m. Christian Endeavor Societies

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REV. NILES C. CARLSON, Pastor
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6:30 p.m. (2nd & 4th Sundays) Luther League
7:30 p.m. Wednesday Bible Study

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SUNDAYS
7:30 a.m.—Holy Eucharist
8:40 a.m.—Morning Prayer
9:45 a.m.—Church School Classes
10:00 a.m.—Community Mass & Sermon

WEEKDAYS
7:00 a.m.—Holy Eucharist
2nd Eucharist, Wednesday at 9:00 a.m.

CHURCH OF THE NAZARENE

191 W. Sierra Madre Blvd.

REV. J. P. STOCKETT, Pastor

Sunday Morning Bible School.....9:45
Morning Worship.....11:00
Young People's Service.....7:00 p.m.
Mid-Week Prayer Meeting.....7:30 p.m.
(Wednesday)

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Morning Worship: 9:30 & 11 a.m.

Church School: 9:30 a.m.

Jr. and Sr. Hi: 7 p.m.

College Age: 8 p.m.

Niners: 4 p.m.

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Worship Hour

10:30 — Sunday Morning

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Daily Masses.....6:15 and 8:00

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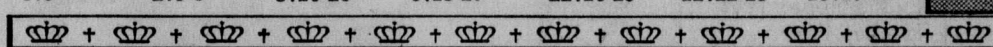
Strange sight? Not really! We're getting used to seeing pictures of our own earth. We're getting used to the concept of a universe instead of a world. We can believe that the moon's soon to become a landing place.

Does this familiarity with space — does our thrust into the physical unknown — make the basic facts of life and death any simpler to us? Certainly not! Man is in a peculiar position, today. The more he explores, the more vast he finds what lies ahead of him. The more he learns, the more he discovers how infinitely much there is to know.

More than ever before, man realizes how great the hand of God has been in fashioning this world, this universe, we live in. That's why people everywhere — including scientists, astronauts, space pioneers — are men of religious conviction. Go to church this Sunday, and see for yourself.

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Sunday Psalms 8:3-4	Monday Ephesians 2:5-8	Tuesday John 3:16-20	Wednesday Hebrews 6:13-20	Thursday II Samuel 22:16-25	Friday Job 12:22-23	Saturday Psalms 18:15-19
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Letters To The Editor Show Deep Feelings . .

Dear Editor:

The following is a letter written to "Stiffback" re: his letter appearing recently in this newspaper:

Dear Stiffback: No matter what you say or do these days the question is often asked, "Do you hate the Negroes?" My answer is this. I hate no one.

Four and a half years ago we moved to Sierra Madre. We have two children and the first thing we looked for was a house close to the school. I am a working mother and my neighbor consented to be the boy's babysitter. We live one block from the school, one block from the Sierra Madre Medical Center and Hospital. So therefore our family doctor is close by at all times. We love Sierra Madre and one of the things that we like the most about it, is the fact that this little town has so much to offer children.

I read your story about the Princeton or Triad Plans and have been upset ever since reading it. I think it a stupid and silly plan and do not want my children to be BUSSED anywhere. All children should be as close to their homes as possible. You never know what is about to happen next with children and many times time counts. It would take a long time to go by bus to west Pasa-

dena or west Altadena, not counting the cost. From where we live it takes the children five minutes to walk home and I do not have to worry about them crossing busy streets. For these reasons I will be more than glad to return to OUR OWU school system and all those that I have asked to read your article feel the same. I am sure that many people did not read this article that I am referring to, so please find some way to have your article printed on the front page or some way call their attention to it before we vote so that they will know what they are voting for and against.

Most of the children that live in Sierra Madre are being brought up to love everyone and we do not need this Princeton or Triad Plan to FORCE us into something that is part of our every day life. But in the meantime I do not like the idea of my children being FORCED out of their town to prove something that has already been proven in California and all over the United States. This is, that we like and respect everyone and will always try our best to find a way to be kind and loving to all.

LA VERGNE CONLEY

Dear Editor:

By this time you should know of the community dinner being given in Sierra Madre on March 19 to honor three of our town's citizens.

It will be my pleasure on that night to present the Good Outdoor Manners Association's Booster Award to Bill Wark for his efforts in restoring the Old Mt. Wilson Trail. This is an annual Certification of Merit presented to an individual or group who, in the opinion of the board of directors of G.O.M.A., has done the most outstanding thing to promote a better understanding of the outdoors and shown a fine example of Good Outdoor Manners.

In view of the fact that the Booster Award, Certification of Merit, will be presented that night, I thought that more information on the background of our organization would help you in reporting it through your paper.

—LORING L. BIGELOW
Southern California
Representative of
G.O.M.A.

Dear Editor:

Rabbi and Mrs. Charles W. Steckel wish to inform their many friends in the Southland that they now reside at 195 S. Wilson Ave., Pasadena, telephone 796-3990.

Dr. Steckel is director of chaplaincy at the City of Hope National Medical Center, instructor at the University of Judaism, and is affiliated with the Jewish Federation Council of Los Angeles. Rabbi Steckel is vice president of the Western States Region of the Rabbinical Assembly of America and serves as an associate on the Beth Din-Religious Court. Currently the Rabbi is involved in a special study related to juvenile delinquency, family and marriage counseling.

—CITY OF HOPE.

Dear Editor:

I'm sorry that none of us can be present March 19 when Fred La Lone, Mrs. May Shearer and Bill Wark are honored in Sierra Madre, but the entire Shippey family will be cheering wherever its members may be.

In these days when so many people shrink from "getting involved" in anything dangerous or arduous or purely unselfish, it is inspiring to try to count up how many times some others have gone far beyond the demands of duty to serve us well, no matter how they felt nor what good excuses they might have found for doing nothing, how many lives have been saved by the famous Sierra Madre Rescue Team, and how imperatively our country needs the Good Outdoor Manners Association, which is conferring honors on Bill Wark.

It is not too much to say that Mrs. Shearer's efforts have been important in giving Sierra Madre its reputation as a place of gracious living and that efforts inspired by Fred La Lone have made our search and rescue team famous and saved many lives. And I can add personally that all four of my sons were, as boys, greatly impressed by Bill Wark.

This event is a striking reminder that all of us "get involved," no matter how we try not to. Even those who turn their cowardly backs on shameful actions get involved in them because they set a standard of politeness. All the citizens of a community are involved, whether by assistance or avoidance, of whatever takes place there, and there are far more heroes and heroines in unspectacular routine jobs than most of us realize.

—LEE SHIPPEY

Dear Editor:

After almost 50 years of abstinence, I start writing letters to the Editor! But Mr. Stiffback's letter of March 4 is stimulating.

My credentials to speak are a life-long interest and active participation in education — as a student, a teacher, a parent and a School Board member.

My interests are in FACTS, in excellent education, and therefore, in the re-election

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of Walter Shattford to the Pasadena Board of Education.

Mr. Stiffback is rightly concerned with the problem of integration in the schools — how will Sierra Madre and his children (bright-looking, handsome children) be affected; how has the School Board acted in the past and how will it act in the future on these matters?

As to the past:

NO MEMBER of the Pasadena Board of Education ever, at any time, planned the bussing of children across town. On May 12, 1964, Mr. Shattford said "that he did not advise on any mass bussing of students or the abandonment of neighborhood schools." (Board Minutes p. 14,668).

NO VOTE TO ADOPT OR NOT TO ADOPT THE TRIAD PLAN HAS EVER OCCURRED. The motion was "not to consider" the Triad Plan further. Mr. Shattford said, "He is not wedded to the Triad plan or any other particular plan." (Minutes, p. 14,701). He voted against the shutting-off of consideration of any plan i.e. for the FREEDOM to study all plans.

THE BOARD did have a PROPOSED TRIAD PILOT PLAN for Allendale, Arroyo Seco and Garfield Schools presented to the parents and teachers of those schools for DISCUSSION. Some people did not like the plan and some did. IT WAS NEVER PRESENTED TO THE BOARD FOR A VOTE.

The Princeton and Triad plans are "enlarged neighborhood" plans which combine adjacent schools. ADJACENT is the key word. The most important thing is that each person make up his own mind on the basis of FACTS. Any persons in the school district has access to the facts. He may read the Board Minutes or attend the Board meetings. Then he will not be misled, or mislead others.

—EDITH THACHER DANE

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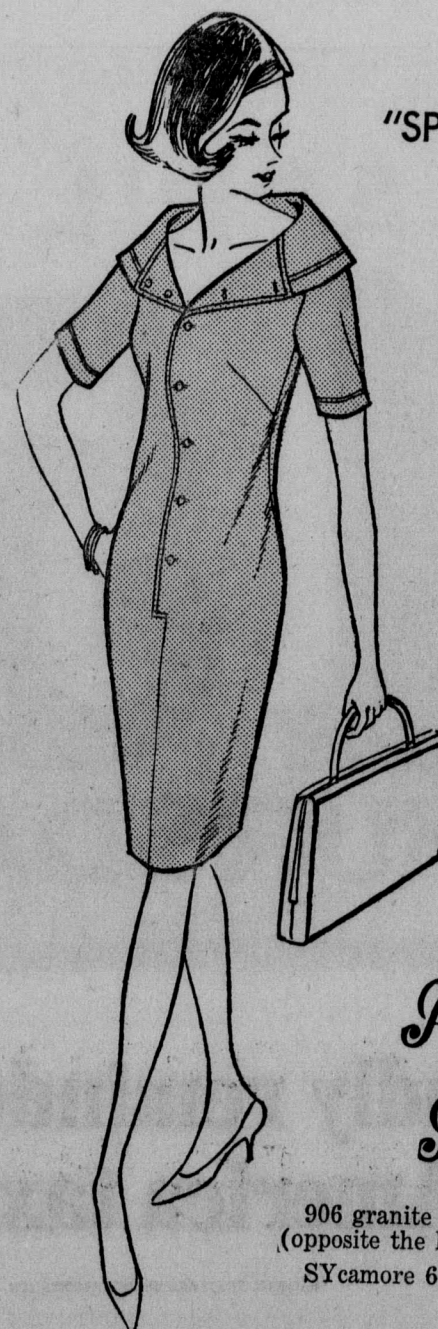
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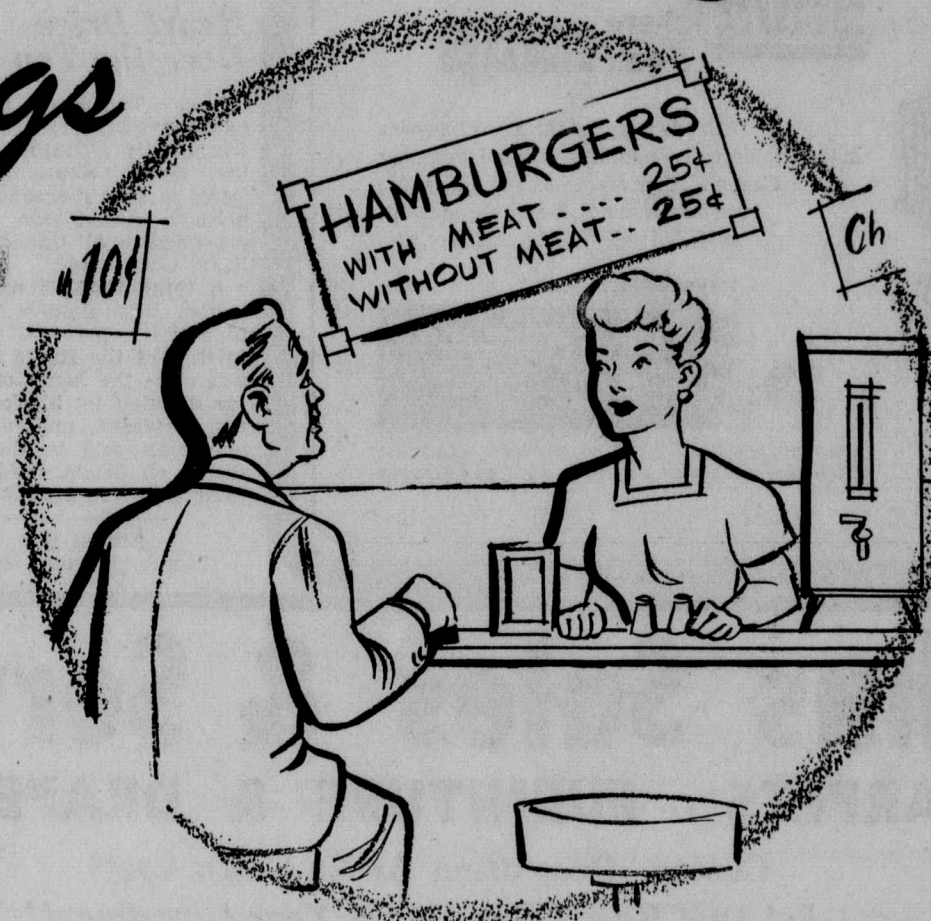
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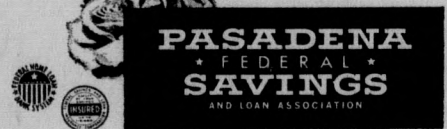
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News From Your COMMUNITY HOSPITAL

Sierra Madre

Announcing the birth of their second child are Mr. and Mrs. Gerald Warnick who reside at 9628 1/2 E. Broadway St., Temple City. Delivered at Sierra Madre Community Hospital Sunday, February 28, he weighed 9 pounds 5 ounces. His parents have chosen for him the name Gregory Gerald.

Wednesday morning of last week, Tom Flynn of 102 N. Mountain Trail, Sierra Madre had recovered sufficiently from major surgery at Sierra Madre Hospital to return to his home.

The Sierra Madre Hospital is the grateful recipient of an attractive compact refrigerator for storage of medicines. Members of the Candy

Strippers group associated with the Sierra Madre Community Hospital Auxiliary were the donors. They were able to make this purchase as the result of their participation in a recent "This and That" sale conducted by the auxiliary.

Recuperated sufficiently to return to his home at 320 N. Grove St., Sierra Madre, on Friday was Albert Allen who had undergone major surgery recently at Sierra Madre Community Hospital.

Lorin Lewis is the name chosen by Mr. and Mrs. Lorin Wardle of 1210 Loma Ave., Monrovia for their second son. He was delivered Wednesday, March 3, at Sierra Madre Community Hospital and his birth weight was 7 pounds 15 ounces. Darren Lynn is the four year old son who is looking forward to getting to know his baby brother.

Heart Drive Over the Top

Mrs. Theodore Proctor, who served Sierra Madre as Community Chairman for the recent Heart Sunday Drive is very pleased to announce that Sierra Madre exceeded its all time high in heart donations.

A total of \$2185 was collected. Mrs. Proctor wishes to add her personal thanks to that of the Heart Association for the hours of service donated by block workers, captains and division chairman and to the residents of Sierra Madre for their generous contributions.

Attend the
Church of your choice

Sierra Madre PTA Meets March 22

"Your Children and Physical Fitness" is the subject for the Sierra Madre PTA Association meeting on March 22, 8 p.m. in the Sierra Madre School auditorium. J. Ray Haworth, coordinator of physical education and safety for the Pasadena City Schools will be the well qualified speaker. Mr. Haworth will show slides on junior high and high school physical fitness programs and he will bring a group of elementary school children, who will give a physical fitness demonstration.

Operation F.A.D. Held At Alverno

Operation FAD, Faculty Appreciation Day, was held March 16, at Alverno Heights Academy, Sierra Madre. Originally begun by the Student Council in 1963, it consisted of a faculty luncheon and a talent show. Since it successfully furthered closer teacher-student relationships, it has become an Alverno tradition.

This year FAD incorporated many new festivities. "Council Notes," a publication of the Student Council, featured articles written by teachers. Each homeroom made posters honoring its teacher and presented her with a useful individual gift. Students also served a faculty luncheon.

Since the following day was Catholic School Day at Disneyland, Alverno students spent the day with their teachers at Disneyland. This afforded them another opportunity to show their appreciation for their faculty.

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They are Little
Bargains with a
Saving

Shakespeare Club Benefit Plans Complete for Meeting March 30

"Round the Clock with the Cotton Queen" is the motif of the Ways and Means Benefit of the Shakespeare Club to be held on Tuesday, March 30 at the clubhouse, 230 S. Los Robles Ave., Pasadena.

The day begins at noon in Stratford House with luncheon prepared and served by the ways and means committee members. Mrs. William M. Oates, chairman, and Mrs. Peggy E. Bragdon, vice chairman promise that the fashion show featuring Miss Joanne Marie Dockwiler, Maid of Cotton Queen for 1965, followed by bridge will be one of the outstanding affairs of the club year.

Miss Dockwiler is the daughter of Mr. and Mrs. Joe Dockwiler of Huntington Beach, California and is a junior at California State Polytechnic College in San Luis Obispo, California, where her major is English and her minor is Spanish. She is not only representing the Cotton Interests of the State of California but was the Homecoming Queen of her College.

In the California Maid of Cotton selection, held in Fresno, Joanne was sponsored by the Cal Poly Crops Club and was chosen from a group of 16 state-wide finalists. She is enthusiastic in discussing her pastimes—snow and water skiing. She loves to travel, but finds the greatest enjoyment from the many interesting people she meets.

Miss Dockwiler loves to discuss the 30-piece wardrobe created for her out of cotton by California designers. It includes costumes from casual daytime wear to formal evening ensembles, and even features two cotton wigs. This will be her only appearance in the Pasadena area.

Tri Delta Alumnae 1st Scholarship Benefit Planned

The Arcadia Area Alumnae Chapter of Delta Delta Delta will hold its first annual scholarship benefit on Wednesday, March 24, at Lawry's Food Center in Los Angeles.

The midday program scheduled for Tri Delta Alumnae and their friends will include small group tours with Lawry's hostesses, through the spice processing, research, and test kitchen area of the facility. This will be followed by a luncheon of beef stroganoff in the early California atmosphere of the San Rafael Room. In fact, the entire center is in the architecture and decor of the 19th century Dons, and is filled with much interesting art of early Mexican and Spanish character.

Funds raised at this benefit will support Tri Delta's national philanthropy of college scholarship assistance to needy outstanding women on the 109 college campuses where Tri Delta chapters are located. Funds raised locally are partially matched by national funds.

All Tri Delta alumnae and their guests are invited to attend the luncheon. Reservations may be made with Mrs. William Sullivan, phone 447-7340, no later than March 16.

Mrs. Bernt To Host Garden Club

The Hastings Ranch Garden Club will hold its monthly luncheon meeting Tuesday, March 23, at noon at the home of Mrs. Daniel Bernt, 3725 Shadow Grove Road, Pasadena. She will be assisted by Mrs. Walter Doty.

Following the business meeting Mrs. Clayton Colwell will narrate and show slides of her recent extensive trip to Europe. Mrs. Colwell is a member of the Hastings Ranch Garden Club.

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18—SIERRA MADRE NEWS Thursday, March 18, 1965

Expectant Mother Class March 22

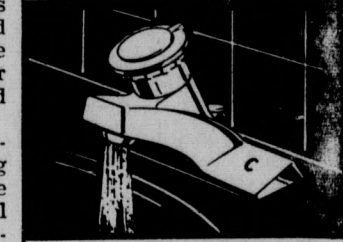
A class for expectant mothers will be conducted for San Gabriel Valley residents beginning March 22. The ten-lesson series will be held on Mondays from 9:15 to 11:15 a.m., at 2495 E. Mountain St., Pasadena. Registration information may be secured by calling the Extension Training Center 355-7661. Enrollment is limited.

Instruction for child-bearing involves intellectual, emotional, and physical preparation. The woman accepting the responsibility of self-control, study, and exercise in order to be equipped for her labor and delivery is more apt to be poised and confident. As a result she may have a shorter labor and make a more rapid and complete recovery.

The morning sessions include discussions covering pertinent topics for the mother-to-be plus individual instruction in exercises promoting comfort and fitness during pregnancy, special relaxation and breathing techniques for labor and delivery, and postnatal exercises which aid in the rapid

return to the normal non-pregnant state. The Childbirth Education Program is under the American Institute of Family Relations and includes four evening lectures given by a physician especially designed for the expectant mother and her husband.

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Editorially Speaking....

For what shall it profit a man, if he shall gain the whole world, and lose his own soul?

— Mark 8:36

About Easter!

You can look to the sky instead of your calendar to find the date of Easter. The full moon is the key to determining the date of Easter, which can come as early as March 22 or as late as April 25.

Not just any full moon, of course, but the first one after the vernal equinox, which occurs about March 21. Easter then falls on the first Sunday following the first full moon after the vernal equinox. This year Easter is scheduled for April 18.

Other confusing dates, such as Ash Wednesday, can also be figured out easily. Ash Wednesday was on March 3rd this year and comes 40 days before Easter excluding Sundays. It is the beginning of Lent and of the Easter season.

In the early church, ashes were sprinkled on the heads of persons who repented their sins on Ash Wednesday. The ashes were obtained from the burning of palms consecrated on Palm Sunday of the previous year and were to remind the faithful that "man is but dust."

In the Christian Church, Lent is the period of penitence, prayer and fasting in preparation for Easter. The Lenten season extends from Ash Wednesday until Holy Saturday, the day before Easter, and commemorates Jesus Christ's 40 days of fasting and prayer in the desert. During Lent, which comes from an old English word for spring, Christians are required or encouraged to fast, avoid amusements, and engage in special worship.

Holy Week in the Christian church is the week preceding Easter and is observed as a period of devotion to the last days of Jesus Christ and to His death on the cross. Holy Week, the most important of the Christian year, begins with Palm Sunday which commemorates the triumphal entry of Jesus into Jerusalem. Maundy—or Holy—Thursday is the anniversary of the Last Supper, and Good Friday recalls the Crucifixion. Holy Saturday is the day before Easter and the end of Lent.

Easter is the festival celebrating the Resurrection of Jesus Christ. It symbolizes the keystone of Christian faith and hope—the immortality of man. The crucifixion of Jesus occurred during the Jewish Passover. The early Christians, being Jewish, observed Easter as part of Passover. Later, as non-Jews came into the church, some Christians insisted that Easter should be celebrated on Sunday, the day of Resurrection. Western churches generally celebrated the festival on Sunday, while eastern churches followed the Jewish tradition. New Standard Encyclopedia points out that the first ecumenical council, the Council of Nicea, in 325 decided that Easter should always be on Sunday, and adopted the rule for establishing the date.

Easter derived its name from *Eastre*, the Anglo-Saxon goddess of spring. And many of the customs of the Easter festival were incorporated from heathen rituals welcoming the spring season. The egg has long been a symbol of Easter. But long before the birth of Christ the ancient Egyptians and Persians had the custom of coloring and eating eggs during their spring festival as a symbol of fertility and of renewed life. The Christians paraphrased this ancient significance of the egg as a symbol of new life, and the egg became a symbol of resurrection.

The sunrise service so much a part of Easter is also rooted in antiquity. According to an old superstition, the sun rising on Easter morning danced in the heavens. This belief has been traced to the old heathen festival when the spectators danced in honor of the sun.

The Easter Parade, seeming entirely worldly, may be traced to an old belief that it was unlucky not to wear some new article of clothing or personal adornment on Easter. Or it may stem from the universal feeling that the Eastertide is the time of casting off the old and the beginning of the new.

And those families who, by custom, eat ham on Easter Sunday are unwittingly following an old practice of the Roman Catholics of England who ate a gammon of bacon on Easter to show their contempt for the Jews, to whom pork is forbidden.

A Vital Freedom

In what is for the most part, no doubt, a well-intentioned effort to protect defendants in criminal cases against harmful publicity, a number of legal experts are proposing new restrictions on relations between the bar and the press. At the Los Angeles Times commented, however, they seem to feel there is "a basic conflict between two constitutional rights — that of fair trial, and that of press freedom."

We join the Times in dissent. Certainly no responsible newspaper would jeopardize a man's right to a fair trial; certainly no responsible trial lawyer would seek publicity by giving statements that might wreak the same damage. But to restrict, as a majority of the Philadelphia Bar Association voted recently, the free press' access to law enforcement records which historically have been open to proper journalistic scrutiny, poses a threat to the public's safety from police statism.

For the benefit of the Philadelphia lawyers, the Times quoted Pennsylvania's Chief Justice John C. Bell: "If a free press, which is constitutionally guaranteed, is muzzled or gagged, crime will run even more rampant." With the Times we feel that our methods of press coverage have worked for greater justice and fuller information for all. For the sake of the public interest, they should not be tampered with.

Sierra Madre News

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A First Class Newspaper entered as Second Class Matter at Sierra Madre Post Office October 2, 1906, under Act of Congress of March 3rd, 1879.

R. Robert Evans } Editors and Publishers
Peggy L. Evans }
Dr. Henry V. Witty, Co-Publisher and Editor

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FREEDOM AT ANY PRICE

By H. V. WITTY

Columnist Henry J. Taylor tells us: "Impeccable Cuban underground sources reveal a Soviet missile concentration and electronic build-up certainly unknown to our public. And these are the same sources on which this column relied, and who were proven completely right in the face of Washington denials, for so many months before the October 22, 1962 missile 'confrontation.'"

"They are eyewitnesses to the Soviet missiles and the immense electronic installations that go with these. They find the missile caves that Washington finally agreed were there not only still exist but have been enlarged. Several members of the underground," reports Taylor, "even 'helped' enlarge them, for they infiltrated the operation as construction workers."

Human Event's Capitol Camera recently contained the following news item: "The authoritative Citizens Committee for a Free Cuba reports on a frightening military build-up in Castro Cuba. According to the Miami-based group, there are now inside Cuba: one motorized infantry division, composed of some 16,000-18,000 shock troops; four tank battalions; four battalions of Frog missiles, capable of mounting nuclear warheads; 21 ground-to-air missile installations, manned by 6,000 Soviet and satellite-block soldiers and military technicians; at least 150 Soviet SA-2 missiles controlled by some 2,000 Soviet soldiers; MIG and Ilyushin jets and jet bombers."

"Having nothing better to do the other day, British philosopher Bertrand Russell climbed the steps of the U.S. embassy in London to present a letter — copies of which were sent to LBJ, British Prime Minister Wilson, the U.N. Security Council and Communist President Ho Chi Minh of North Viet Nam — denouncing the U.S. bombing of North Viet Nam. "Russell, who (as Prof. Sidney Hook said) is living proof that all the mathematical logic in the world is not a substitute for common sense, told newsmen outside the embassy building that the U.S. bombing missions were not retaliation at all, but were outright aggression. Furthermore, he charged that the purpose of the United States was not to help the South Vietnamese, but to make slaves of them."

"Only a mind so besotted and twisted by ultra-leftist ideology could believe anything so foolish; yet there is no proof that Russell does not in fact believe his own hallucinatory charges. "It matters not at all to him or his equally silly followers, that Communist North Viet Nam has been violating the Geneva agreement almost since the day it was signed on July 22, 1954."

"It matters not at all to the Russellphiles that it is the Communists who are trying to enslave the Vietnamese and that America's only purpose in Viet Nam is to save the population from communism, thereby giving the Vietnamese the choice of what kind of government they want to live under."

"Like the American Communists and lunatic leftists who regularly demonstrate

in Washington, San Francisco and New York against U.S. action in Viet Nam, who demand that the United States pack up and leave the entire nation to the Communists, Bertrand Russell and his curious crew have confused the aggressors and the defenders."

"And because he has, Bertrand Russell is no more deserving of respect for his asinine opinions than would be someone who charged the Allies with waging aggressive war against the peace-loving Axis governments during World War II."

—From the Arizona Republic

"If you will not fight for the right when you can easily win without bloodshed; if you will not fight when your victory will be sure and not too costly; you may come to the moment when you will have to fight when all the odds are against you and only a precarious chance of survival. There may even be a worse case. You may have to fight when there is no hope of victory, because it is better to perish than to live as slaves."

—Winston S. Churchill, The Gathering Storm.

New Paintings At Little Gallery

A new exhibit of paintings by local artists has been hung in the Little Gallery of the City Hall.

The following artists are represented: Elinor Baumeister, "Portrait, Chinese Lady"; Ray Du Shane, "Hills of Sierra Madre"; Johanna Horne, "Bird of Paradise"; Lydia Maric, "Chrysanthemums," "Desert Landscape"; Bea McIvor, "Navajo Drummer Portrait"; Hazel Morley, "New Hampshire Lake," "Poinsettia."

Also Madeleine Pichard, "Treasure Lake," "Monument Valley"; Marguerite Randolph, "Sun Flowers"; Cornelia Reimer, "Big Tule, Junga Wash"; Catherine Tuttle, "Mountain Road"; Grace Webber, "The Blue Jug"; Marvin Weese, "Grand Canyon"; Myrtle Weese, "Ceremonial Dress," Indian portrait.

OUT OF THE COBWEBS

10 Years Ago: March 17, 1955

Herbert J. Harrison was recently appointed as a Councilman and will be officially seated at the meeting of the City Council, March 22. Mr. Harrison, who has resided in Sierra Madre since 1938, fills the position left vacant by the resignation of former Mayor Charles E. Louk, who was named postmaster in January.

Downtown Sierra Madre will see another "Grand Opening" celebration tomorrow when the community's newest business structure, the Rasmussen Building, becomes officially opened to the public. Perry's Stationery and Gift Shop will occupy one of the three new stores. Formerly at 19 Kersting Ct., Perry's has long been known here for its office supplies and Hallmark cards, and the new shop will be equipped to display all its wares in one room.

The Bank of Sierra Madre will end more than 47 years of banking service at the "old stand" on Kersting Court Friday afternoon at 3 o'clock. The bank will re-open in its new building at 100 W. Sierra Madre Blvd. on Monday, March 21, at the usual time. The new bank building is more than twice the size of the old quarters, with an area of 6,000 square feet on the main floor and another 3,000 square feet in the basement.

20 Years Ago: March 15, 1945

Tuesday was a big day at the Kiwanis meeting as it was Pasadena Day and about 40 members of the Pasadena Kiwanis Club were guests. Also, the Tournament of Roses Queen, Mary Rutte, was present to greet the Wistaria Queen, Betty Jo Adams, and her attending Princesses.

March is Camp Fire birthday month. The motto is "Hi, Neighbor!" Local girls are making sewing kits for European children and trying to learn more of their neighbors, far and near.

30 Years Ago: March 5, 1935

After hearing some highly interesting facts about the service being rendered and the works accomplished by the Sierra Madre Public Library, the Chamber of Commerce has pledged itself to throw every ounce of its energy behind the movement

to obtain a new or enlarged library building for the city. In proportion to the population of Sierra Madre, the local library circulates more books than any similar institution in the country. It is also the third oldest library in Los Angeles county, those in Los Angeles and Pasadena being its only seniors.

With approximately 25 gas and electric shut-offs occurring in Sierra Madre immediately on the exodus of the race track people, it is estimated that in excess of 50 track employees and owners were temporarily residents and appreciably added to the city's business returns while here.

40 Years Ago: March 20, 1925

Sierra Madre will soon be connected with the outside world by another road which is now nearly completely paved from the Foothill Boulevard to Grand View. The road is not exactly new, but its improvement will make its use practical, whereas it has been nearly impassable for the last several years. It is the road commonly known as the Double Drive in Arcadia, and is the eastern terminal of Grand View and Central Avenues.

15 More Members Of La Salle Semi-Finalists

La Salle High School seniors continue advancing in the scholarship competitions across the nation. Recently 15 more members of the Class of 1965 were named semi-finalists in the scholarship competition offered by the California State Scholarship Commission. Another senior was named a semi-finalist in the National Honor Society Scholarship Program. Earlier in the year five graduates were named semi-finalists in the National Merit Program.

Named as semi-finalists in the California State Scholarship Program were James F. Blackstock, Gary J. Clarke, John W. Crawford, Gary T. Dren, Thomas P. Faherty, Anthony A. Finnerly, Gregory R. Figueroa, Robert A. Mallek, James E. Martorana, Thomas J. Powers, Stephen F. Ready, John B. Siefker, Terrence M. Slavin, Robert G. Trout, Jay R. Ziegler.

According to the notification letter from the Commission, "a State Scholarship is not simply a prize for academic aptitude and achievement. It is a grant of money to be used for payment of tuition and fees to students who have exceptional ability and achievement and who are in need of financial assistance at the college of their choice. This practice of aiding students according to their individual needs is as old as American education and prevails in most colleges in the United States." Jay R. Ziegler was also named semi-finalist in the National Honor Society Scholarship Program. Jay is ranked second in the entire senior class for academic achievement during the first seven semesters.

Sierra Madre Unit of UROC Elects Officers

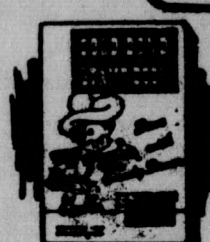
At its regular meeting last Tuesday, the Sierra Madre Unit of United Republicans of California elected new officers for the coming fiscal year. They are as follows: Chairman, Frances King; vice chairman, John Robertson; secretary, Sally Cuver; treasurer, Perry Arnold.

Others members elected to the executive board are: education chairman, Sterling Ripple; program chairman, Betty Johnson; publicity chairman, Dick King.

The new officers and board members will be presented to the group at their meeting on April 6. Speaker for the evening will be Dick King, who will speak on firearms legislation.

Thursday, March 18, 1965 SIERRA MADRE NEWS—19

SANDY SAVER SAYS: Save as you Spend with GOLD BOND STAMPS!



Your Dividend \$3.00

IN MERCHANDISE FOR EACH FULL BOOK OF STAMPS

The Merchant Listed Below Gives and Redeems Gold Bond Stamps

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NEW STYLING! NEW FEATURES! NEW LOW PRICES!

All New 1965 ZENITH COLOR TV

NOW WITH 82 CHANNEL TUNING!



MODEL 5304

Picture Perfect Priced Right, Too!

Who says you can't afford color tv! Here's a model with all the fine quality features found in more expensive models, at a price you can afford. Handwired chassis gives the most true-to-life color picture yet. Rugged metal cabinet converts from table model to console with easy-to-add legs.

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MODEL 5317HU

Italian Provincial Beauty Distinctive Lo-Boy Styling!

Enhance your decor and your viewing pleasure at the same time! Elegant Italian Provincial model looks good from any angle. Features new "Fringe Lock" Circuit for outstanding reception even in fringe areas. Cherry fruitwood cabinet.

Choose From Our Largest Stock at Lowest Prices in Southern California

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so much more—costs no more

More convenience—Rose Hills mortuary, chapels, flower shops and other facilities are close together at one place.

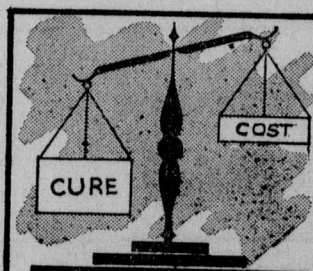
More service—Rose Hills has experienced men and women available to give helpful personalized attention any time, any day.

More beauty—Rose Hills Mortuary is located within a Memorial Park that is a floral showplace—a scene of serenity and reverence.

More quality—Rose Hills means perfection. Compare the quality and compare the cost and you will call Rose Hills.

Rose Hills

MORTUARY—CEMETERY—FLOWER SHOPS—CHAPELS MAUSOLEUMS—CREMATORY—COLUMBARIUM 3900 Workman Mill Road—Whittier Oxford 9-0921



On The Scales

Compare the effectiveness and relief today's prescriptions offer against their cost, we know you'll realize that today's prescriptions are your biggest bargain in history. For instance, Tonsilitis once meant weeks of pain and fever but today is cured within 48 hours with antibiotics. Considering the average prescription costs \$3.31, it's amazing they cost so little yet they do so much.

YOUR (Rexall) PHARMACIST

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SPECIAL NOTICE --New Low Prices -- ALL INSTANT COFFEE Came Down In Price As Much As Two and Three Dollars A Case. We Have Lowered All Brands of Instant Coffee Accordingly.

Hours 9 A.M. to 9 P.M.

Closed Sunday

	CUT GREEN BEANS 303 TINS 5 FOR \$1.00		WHOLE GREEN BEANS 303 TINS 4 FOR \$1.00
	SLICED GREEN BEANS 303 TINS 5 FOR \$1.00		MIDGET PEAS 303 TINS 4 FOR \$1.00
	SUPER SWEET PEAS 303 TINS 5 FOR \$1.00		BLACKBERRIES 303 TINS 37¢
	SLICED BEETS 303 TINS 6 FOR \$1.00		BLUEBERRIES 303 TINS 37¢
	GOLDEN CORN 303 TINS 6 FOR \$1.00 <i>Whole Kernel or Cream Style</i>		BOYSENBERRIES 303 TINS 37¢
			ROYAL ANNE & DARK SWEET CHERRIES 303 TINS 37¢

Pillsbury BROWNIE MIX 39¢ 22-OZ. FAMILY SIZE	Quick QUAKER OATS 2 Pkgs. 49¢ <i>Quick or Regular</i>	IVORY LIQUID 59¢ Plus Tax GIANT 22-OZ. SIZE
Sunshine YUM YUM COOKIES 39¢ 11-OZ. PKG.	Purina TUNA FOR CATS 6-OZ. TINS 2 FOR 25¢ 1 3-oz. Tin FREE	ACTIVE DETERGENT ALL Jumbo Package \$1.99 Plus Tax <i>For Automatic Washers</i>

Welch's JELLY 39¢ 20-OZ. GLASS	Underwood DEVILED HAM 5 FOR \$1.00 2 1/2-OZ. TINS
100% Pure Coffee NESCAFE 69¢ 6-OZ. JAR	Sunsweet PRUNE JUICE 49¢ 40-OZ. BOTTLE

FROZEN FOOD DEPARTMENT

PICTSWEET VEGETABLES Big Family Bag Peas -- Corn Cut Green Beans Mixed Vegetables Peas & Carrots <i>Regular 39c — Save 10c</i>	29¢
EGGO WAFFLES <i>Save 6c</i>	2 Pkgs. 23¢

Four Fishermen FISHSTICKS 8-OZ. PKG. 3 FOR \$1.00 <i>Big 14-oz. Pkg. — 59c</i>	Carnation BREADED SHRIMP 8-OZ. PKGS. 49¢ <i>Reg. 63c — Save 14c</i>
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ROESS QUALITY MEATS

FRESH EASTERN GRAIN FED PORK SALE

Whole or Half PORK LOIN ROAST 49¢ lb	Center Cut PORK CHOPS 85¢ lb
Boneless -- Rolled PORK LOIN ROAST 98¢ lb	Rib Cut PORK CHOPS 65¢ lb
	End Cut PORK CHOPS 49¢ lb
FARMER STYLE LEAN MEATY SPARE RIBS 49¢ lb	OUR OWN MAKE PORK SAUSAGE 49¢ lb
	HORMEL GRADE -- A -- BACON 59¢ lb
	VEAL -- PORK -- BEEF MEAT LOAF 59¢ lb
Center Cut SWORDFISH STEAK 79¢ lb	Fresh FILET SOLE 89¢ lb
	Fancy Northern HALIBUT STEAKS 79¢ lb

FRESH FRUITS & VEGETABLES

Large Sunkist Navel ORANGES	10¢ lb
Chiquita Brand BANANAS	2 lbs. 25¢
All Green Fancy ASPARAGUS	29¢ lb
Russet CELLO BAG POTATOES	10 lbs. 79¢ lb
Young Tender CARROTS	2 BUNCHES 15¢

ROESS MARKET

331 W. Sierra Madre Blvd. at Lima St.